1982 Television Financial Report

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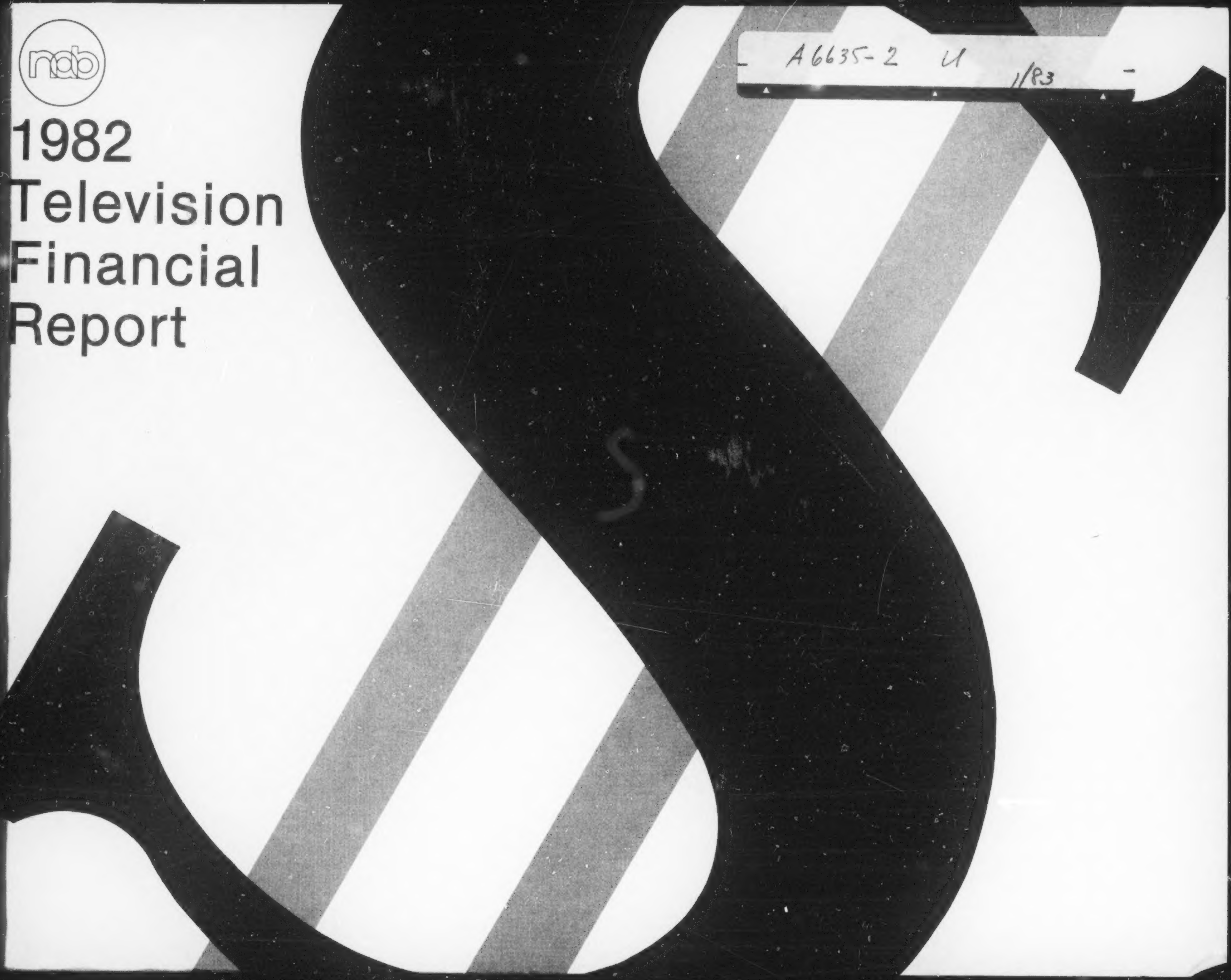

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INTRODUCTION

This report presents statistical information on revenues, expenses and profit margins of television stations for the year 1981. Its primary purpose is to assist station management in evaluating its performance by providing financial yardsticks developed from similar operations.

Part I is a nationwide summary of the typical television station in the industry as a whole. The summary data is a good indicator of national trends from one year to the next. The information is too broad to be considered a yardstick for individual stations.

Part II provides financial yardsticks. The various station groupings are arranged first according to market size, then by revenue size. The first table of each grouping contains nationwide data. Before looking at the yardstick tables, please read carefully the explanatory material on page 4. If you have any difficulty in finding and using your yardsticks, let us know. We will give you specific guidance on your problem. Additional information needed to make specialized comparisons will be developed and made available upon request.

Part III contains fulltime employment data by market size. Typical station employment is correlated with total revenues and expenses to provide productivity and efficiency yardsticks.

The statistical information contained in this report is based on questionnaires sent to station management. Excluded from the sample are non-commercial facilities and stations which were not on the air during the entire 1981 calendar year. A more detailed discussion on sample coverage and methodological problems may be found in the Appendix.

All figures in this report are labeled "typical". Statistically, this means that the figures are medians, or the middle figure, after ranking the stations in a particular market-size or revenue-size category on each of the revenue and expense items. Consequently, 50 percent of the stations have a revenue or expense figure which is above, or equal to, the "typical" figure and 50 percent of the stations have a figure which is below, or equal to, the "typical" figure.

The statistical data used for this report was programmed and processed by computer at the direction of **STATION SERVICES** which is solely responsible for the selection and computation of financial yardsticks shown in the tables.

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PART I. NATIONWIDE SUMMARY

Part 1 consists of two pages of nationwide revenue and expense data. These figures suggest financial trends of the typical, or median, station in the industry. It is presented as general information and is too broad to be used as a yardstick for individual stations.

1981 TELEVISION HIGHLIGHTS

....Nationwide, the typical TV station reported gross time sales of $5,739,100 and net revenues of $5,066,300. Combined with operating expenses of $4,001,400, the typical station showed a profit before taxes of $1,064,900, or a 21% profit margin.

....Local advertising provided the primary source of revenues-46¢ of every sale dollar. National/regional spot sales accounted for 45¢, and the remaining 9¢ came from network compensation.

....The typical station's expense dollar was divided as follows: 38¢ for general and administrative, 37¢ for programming, 14¢ for selling and 11¢ for technical.

....Station payroll totaled $1,482,600 in 1981. The payroll dollar was distributed as follows: 44¢ to programming, 23¢ to selling, 19¢ to technical and 14¢ to general and administrative. Last year the typical station had a fulltime staff of 78 people.

....Revenues set aside for depreciation and amortization came to $396,200, or a cash reserve of 7.8% of net revenues.

....Typical film and tape rental costs continued to climb, totalling $384,000 for the typical station, or 25.9% of all programming expenditures.

1982 ESTIMATED TELEVISION REVENUES

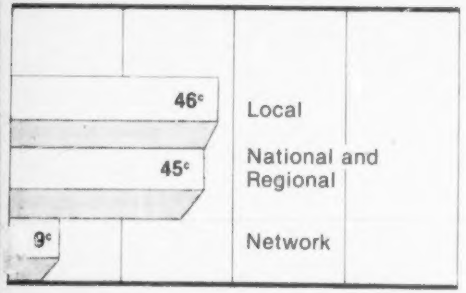
....The typical TV broadcaster is forecasting a 12% increase in net revenues, a growth rate in line with professional forecasters.

TABLE 1 — REVENUE AND EXPENSE OF THE TYPICAL TELEVISION STATION, NATIONWIDE, IN 1981

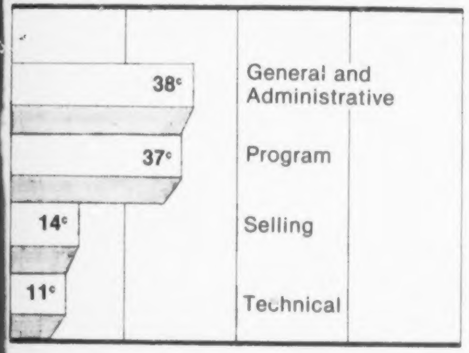
	All Stations	
Revenue and Expense Items	Typical Dollar Figures	Typical Percent Figures
PROFIT MARGIN (before tax)		21.02%
TOTAL TIME SALES	$ 5,739,100	100.0%
From:		
Networks	499,300	8.7%
National & Regional	2,634,200	45.9%
Local Advertising	2,605,600	45.4%
TOTAL BROADCAST REVENUE[a]	$ 5,066,300	
Non Broadcast Revenue	117,200	
Trade-outs & Barter	129,100	
TOTAL BROADCAST EXPENSE	$ 4,001,400	100.0%
From:		
Technical	440,200	11.0%
Program	1,484,500	37.1%
Selling[b]	576,200	14.4%
General and Administrative	1,500,500	37.5%
SELECTED EXPENSE ITEMS		
TOTAL SALARIES[c]	$ 1,482,600	100.0%
From:		
Technical	278,700	18.8%
Program	653,800	44.1%
Selling	338,100	22.8%
General and Administrative	212,000	14.3%
Cost of Outside News Service	$ 33,800	
Music License Fees	$ 81,900	
Depreciation & Amortization	$ 396,200	
Interest	$ 7,400	
Film & Tape Rental Expense	$ 384,000	
PROFIT (Before Federal income tax)	$ 1,064,900	

[a] Time Sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[b] Includes all promotion; excludes agency and rep. commissions.
[c] Includes salaries, wages, bonuses, and commissions.

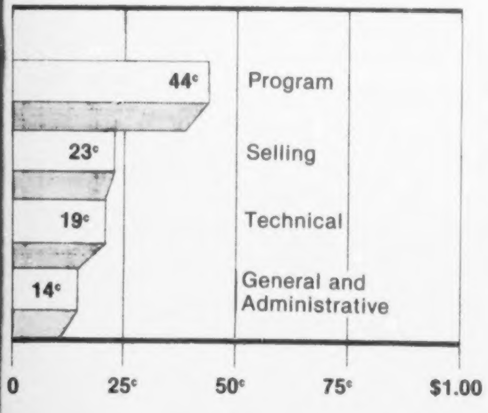
Where does the typical station's time sales dollar come from?



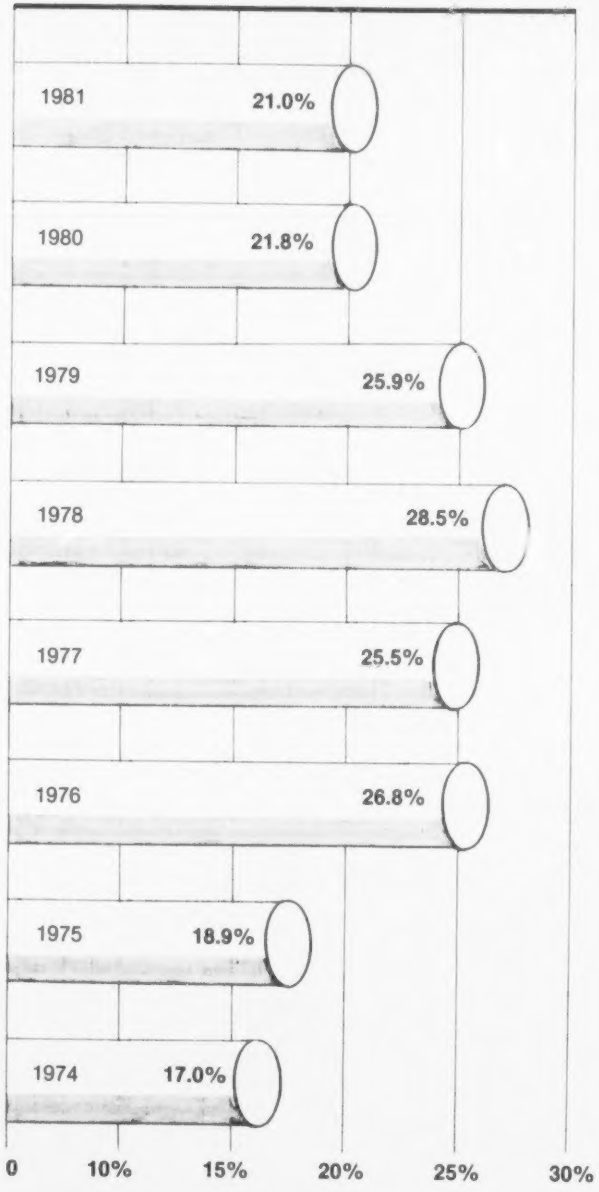
Where does the typical station's expense dollar go?



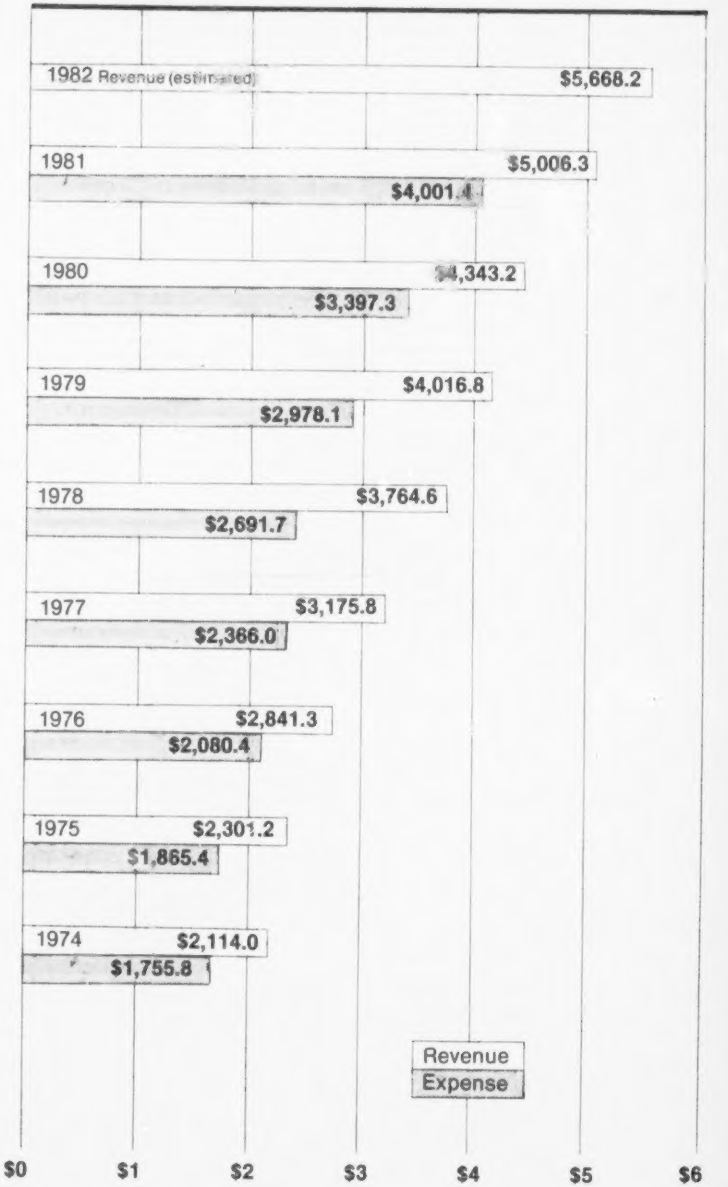
Where does the typical station's salary dollar go?



Nationwide trend in profit margin of typical TV station



Nationwide trend in revenues and expenses of typical TV station (in millions of dollars)



PART II. FINANCIAL YARDSTICKS

How to Find Your Revenue and Expense Yardsticks

1. Table of Contents . . . In the table of contents on page 1 you will find a listing of market-size and revenue-size yardstick tables by station grouping. Each table provides yardstick figures for (1) all stations in the sub-groupings, and (2) those stations which reported a profit in 1981.

2. Market-Size Yardsticks . . . Each station grouping is first arranged in market-size categories, the number and definition varying according to universe and reporting sample. The market size definitions are based on the latest Arbitron Area of Dominant Influence rankings as reported in the Arbitron 1981-1982 Television Markets and Rankings Guide. An alphabetical listing by grouped market sizes is shown on page 83.

These are the most refined yardsticks in the report. They provide broadcasters with the most precise yardsticks against which to evaluate their own operation.

3. Revenue-Size Yardsticks . . . The second section of each station grouping contains revenue-size tables. Your revenue size is determined, as in prior NAB surveys, solely by your total broadcast revenue reported in 1981. As with market-size categories, the number and definition of revenue-size categories will vary among station groupings.

How to Use Your Revenue and Expense Yardsticks

At the end of each yardstick table there are blank columns headed "Your Station" in which you may enter your figures. Do not overlook the dollar comparisons. They are at least as important as the percent comparisons. Also be sure to evaluate your results against the middle 50 percent figures as well as the typical figures, since it should not be anticipated that any one station will be perfectly in line with the typical figures. If your station lost money in 1981 or only made a small profit, you might want to use the yardstick figures for profit-only stations as goals for the next fiscal year.

If one or more of your revenue or expense figures are unfavorably out of line with the yardsticks, this does NOT mean that you are necessarily running an inefficient operation, and that the figures which are substantially out of line must be corrected. But it does mean that you should be able to explain WHY it is necessary for that particular figure to deviate from the yardstick. If the explanation is sound, for both the short and long run, you may not want to consider any changes.

The explanation is what is significant — not just the fact that a particular revenue or expense figure is out of line with that in comparably situated stations.

TABLE 2　　REVENUE AND EXPENSE YARDSTICKS　　MARKET SIZE 1 (ADI 1-10)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (47)			PROFIT-ONLY STATIONS (44)			YOUR STATION	
	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		31.70%	13.07%- 39.56%		32.40%	18.40%- 39.63%		___ %
2. TOTAL TIME SALES	$ 31,454,000	100.0%	$ 17,196,400-$ 49,403,400	$ 32,370,700	100.0%	$ 20,862,300- $50,093,700		100.0%
From:								
3. Network Compensation	188,700	0.6%	0- 1,887,000	1,035,900	3.2%	0- 1,907,300		
4. National & Regional Advertisers	18,557,900	59.0%	10,706,000- 27,910,300	18,127,600	56.0%	12,945,100- 28,809,800		
5. Local Advertisers	12,707,400	40.4%	6,491,600- 19,771,300	13,207,200	40.8%	7,218,900- 19,849,700		
6. TOTAL BROADCAST REVENUE[b]	$ 26,281,800		$ 15,477,200-$ 41,171,900	$ 26,567,800		$ 17,941,400- $41,300,700		
7. Non Broadcast Revenue	210,000		70,400- 569,000	229,700		85,300- 536,700		
8. Trade-outs & Barter	509,000		339,900- 922,600	514,000		339,900- 987,600		
9. TOTAL BROADCAST EXPENSE	$ 17,950,500	100.0%	$ 10,885,200-$ 26,780,100	$ 17,959,800	100.0%	$ 11,473,600- $27,098,400		100.0%
From:								
10. Technical	1,489,900	8.3%	1,115,300- 2,629,900	1,760,100	9.8%	1,175,300- 2,726,200		
11. Program	9,298,300	51.8%	4,964,700- 13,607,200	9,303,200	51.8%	5,857,600- 14,453,300		
12. Selling[c]	2,405,400	13.4%	1,614,500- 3,853,600	2,406,600	13.4%	1,914,200- 3,899,400		
13. General & Administrative	4,756,900	26.5%	2,463,200- 5,959,600	4,489,900	25.0%	2,475,700- 5,728,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 5,504,300	100.0%	$ 2,121,100-$ 8,090,600	$ 6,297,200	100.0%	$ 2,207,500- $ 9,088,500		100.0%
From:								
15. Technical	1,370,600	24.9%	655,200- 1,933,700	1,517,600	24.1%	711,600- 2,071,500		
16. Program	2,570,500	46.7%	630,400- 4,634,300	3,079,300	48.9%	680,500- 4,762,000		
17. Selling	957,700	17.4%	548,600- 1,089,700	1,026,500	16.3%	572,800- 1,100,200		
18. General & Administrative	605,500	11.0%	351,500- 787,600	673,800	10.7%	394,100- 791,500		
19. Cost of Outside News Service	$ 135,800		$ 17,300-$ 272,600	$ 138,900		$ 17,800- $ 269,600		
20. Music License Fees	$ 370,600		$ 173,200-$ 594,600	$ 413,100		$ 242,700- $ 620,700		
21. Depreciation & Amortization	$ 815,700		$ 365,900-$ 1,125,000	$ 815,000		$ 403,800- $ 1,002,000		
22. Interest	$ 0		$ 0-$ 254,300	$ 0		$ 0- $ 233,300		
23. Film & Tape Rental Expense	$ 3,384,500		$ 1,511,700-$ 5,173,600	$ 3,435,500		$ 1,671,600- $ 5,308,700		
24. PROFIT (Before Federal income tax)	$ 8,331,300		$ 2,975,100-$ 14,385,400	$ 8,606,000		$ 3,533,600- $15,497,800		
25. FULLTIME EMPLOYMENT	168		78- 250	173		92- 251		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 3 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11-20)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (35)			PROFIT-ONLY STATIONS (30)			YOUR STATION	
	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		37.06%	25.08%- 44.54%		38.42%	30.07%- 49.60%		____%
2. TOTAL TIME SALES	$ 22,308,100	100.0%	$ 16,176,600-$ 30,572,300	$ 24,539,700	100.0%	$ 19,328,400- $32,249,200	____	100.0%
From:								
3. Network Compensation	1,026,200	4.6%	81,400- 1,311,200	1,128,800	4.6%	581,500- 1,485,700	____	____
4. National & Regional Advertisers	12,626,400	56.6%	10,715,900- 15,090,000	13,619,500	55.5%	11,427,300- 17,086,800	____	____
5. Local Advertisers	8,655,500	38.8%	5,872,800- 12,699,400	9,791,400	39.9%	7,148,900- 13,092,700	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 19,062,200		$ 14,361,700-$ 25,596,400	$ 21,017,000		$ 16,013,800- $26,744,900	____	
7. Non Broadcast Revenue	284,000		117,200- 550,000	272,600		124,300- 557,700	____	
8. Trade-outs & Barter	409,200		145,500- 672,900	421,700		166,700- 660,400	____	
9. TOTAL BROADCAST EXPENSE	$ 11,997,700	100.0%	$ 8,807,900-$ 14,800,600	$ 12,942,300	100.0%	$ 9,799,000- $14,978,800	____	100.0%
From:								
10. Technical	1,283,800	10.7%	807,400- 1,615,800	1,307,200	10.1%	919,500- 1,648,000	____	____
11. Program	5,650,900	47.1%	4,418,400- 7,267,400	6,328,800	48.9%	4,588,000- 7,345,500	____	____
12. Selling[c]	1,619,700	13.5%	1,145,900- 2,315,100	1,850,700	14.3%	1,251,400- 2,473,600	____	____
13. General & Administrative	3,443,300	28.7%	2,266,200- 4,435,600	3,455,600	26.7%	2,678,100- 4,436,100	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 4,222,800	100.0%	$ 1,921,300-$ 5,601,500	$ 4,467,800	100.0%	$ 3,163,900- $ 5,931,900	____	100.0%
From:								
15. Technical	882,600	20.9%	472,300- 1,215,100	884,600	19.8%	544,200- 1,236,900	____	____
16. Program	2,271,900	53.8%	690,500- 3,121,800	2,457,300	55.0%	1,420,700- 3,140,600	____	____
17. Selling	658,700	15.6%	592,700- 904,000	670,200	15.0%	618,900- 935,400	____	____
18. General & Administrative	409,600	9.7%	251,300- 605,000	455,700	10.2%	330,500- 606,600	____	____
19. Cost of Outside News Service	$ 103,100		$ 36,500-$ 163,600	$ 113,000		$ 79,500- $ 175,700	____	
20. Music License Fees	$ 307,800		$ 181,500-$ 430,000	$ 335,200		$ 243,400- $ 435,000	____	
21. Depreciation & Amortization	$ 804,400		$ 545,400-$ 1,011,200	$ 816,600		$ 577,000- $ 1,013,200	____	
22. Interest	$ 0		$ 0-$ 100,100	$ 0		$ 0- $ 71,300	____	
23. Film & Tape Rental Expense	$ 2,153,000		$ 1,265,000-$ 2,688,700	$ 2,233,500		$ 1,318,000- $ 2,688,700	____	
24. PROFIT (Before Federal income tax)	$ 7,064,500		$ 4,191,100-$ 10,491,700	$ 8,074,700		$ 5,547,000- $11,654,500	____	
25. FULLTIME EMPLOYMENT	162		90- 185	175		127- 194	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 4 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 3 (ADI 21-30)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (28)*			*PROFIT-ONLY STATIONS (24)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		32.88%	14.93%- 43.27%		34.06%	18.04%- 45.45%		%
2. TOTAL TIME SALES	$ 15,845,000	100.0%	$ 12,374,100-$ 18,454,500	$ 16,416,900	100.0%	$ 13,822,600- $19,537,900		100.0%
From:								
3. Network Compensation	823,900	5.2%	189,000- 1,038,000	837,300	5.1%	471,800- 1,074,700		
4. National & Regional Advertisers	8,683,100	54.8%	6,230,900- 10,460,800	9,078,500	55.3%	6,727,000- 11,085,400		
5. Local Advertisers	6,338,000	40.0%	5,120,300- 7,386,100	6,501,100	39.6%	5,580,700- 7,721,000		
6. TOTAL BROADCAST REVENUE[b]	$ 14,047,100		$ 10,925,800-$ 15,619,000	$ 14,664,100		$ 12,333,300- $16,674,100		
7. Non Broadcast Revenue	270,500		114,800- 500,800	276,700		130,500- 500,800		
8. Trade-outs & Barter	238,000		131,500- 375,200	238,000		131,700- 375,200		
9. TOTAL BROADCAST EXPENSE	$ 9,428,400	100.0%	$ 7,240,500-$ 10,816,100	$ 9,669,500	100.0%	$ 7,560,700- $10,816,100		100.0%
From:								
10. Technical	924,000	9.8%	707,500- 1,168,300	986,300	10.2%	750,900- 1,241,900		
11. Program	4,403,000	46.7%	3,115,200- 4,841,400	4,486,600	46.4%	3,424,600- 4,859,400		
12. Selling[c]	1,357,700	14.4%	981,600- 1,428,100	1,402,100	14.5%	1,157,100- 1,508,100		
13. General & Administrative	2,743,700	29.1%	1,938,500- 3,188,700	2,794,500	28.9%	2,033,400- 3,188,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,157,200	100.0%	$ 2,156,700-$ 3,854,000	$ 3,118,300	100.0%	$ 2,540,400- $ 3,931,300		100.0%
From:								
15. Technical	628,300	19.9%	387,900- 871,700	595,600	19.1%	477,000- 897,900		
16. Program	1,581,700	50.1%	940,400- 1,997,500	1,621,500	52.0%	1,184,100- 2,137,300		
17. Selling	628,300	19.9%	435,700- 680,800	592,500	19.0%	571,200- 688,800		
18. General & Administrative	318,900	10.1%	229,000- 405,300	308,700	9.9%	247,600- 405,300		
19. Cost of Outside News Service	$ 89,900		$ 63,100$ 106,500	$ 92,400		$ 72,200- $ 108,800		
20. Music License Fees	$ 245,900		$ 160,400-$ 263,200	$ 247,300		$ 182,100- $ 265,600		
21. Depreciation & Amortization	$ 570,400		$ 492,200-$ 753,700	$ 604,300		$ 511,800- $ 753,700		
22. Interest	$ 0		$ 0-$ 313,100	$ 0		$ 0- $ 142,800		
23. Film & Tape Rental Expense	$ 1,500,300		$ 925,200-$ 1,838,800	$ 1,655,000		$ 998,800- $ 1,939,300		
24. PROFIT (Before Federal income tax)	$ 4,618,700		$ 1,421,700-$ 6,389,900	$ 4,994,600		$ 2,405,400- $ 6,557,200		
25. FULLTIME EMPLOYMENT	130		99- 148	131		107- 151		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 5 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (ADI 31-40)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (33)			PROFIT-ONLY STATIONS (30)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		32.49%	8.32%- 36.35%		33.31%	13.82%- 36.74%		%
2. TOTAL TIME SALES	$ 12,276,800	100.0%	$ 6,949,800-$ 14,740,800	$ 12,605,300	100.0%	$ 9,414,100- $14,961,000		100.0%
From:								
3. Network Compensation	1,006,700	8.2%	370,700- 1,190,700	1,033,600	8.2%	370,700- 1,202,400		
4. National & Regional Advertisers	6,690,900	54.5%	3,814,900- 7,916,800	6,958,100	55.2%	4,185,300- 8,264,700		
5. Local Advertisers	4,579,200	37.3%	2,312,500- 5,655,200	4,613,600	36.6%	2,950,200- 6,009,000		
6. TOTAL BROADCAST REVENUE[b]	$ 10,659,000		$ 6,420,400-$ 12,262,900	$ 10,725,700		$ 7,956,400- $12,595,900		
7. Non Broadcast Revenue	157,500		76,700- 277,900	168,400		74,800- 277,900		
8. Trade-outs & Barter	214,700		115,900- 325,100	212,000		115,900- 310,400		
9. TOTAL BROADCAST EXPENSE	$ 7,195,900	100.0%	$ 5,290,500-$ 9,026,500	$ 7,153,000	100.0%	$ 5,290,500- $ 9,431,600		100.0%
From:								
10. Technical	769,900	10.7%	514,000- 873,400	743,900	10.4%	503,500- 843,600		
11. Program	3,029,500	42.1%	1,927,300- 3,603,600	3,133,000	43.8%	2,009,800- 3,908,900		
12. Selling[c]	935,500	13.0%	762,800- 1,089,600	908,400	12.7%	719,400- 1,065,300		
13. General & Administrative	2,461,000	34.2%	1,827,500- 3,036,700	2,367,700	33.1%	1,827,500- 3,022,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,468,400	100.0%	$ 1,935,200-$ 2,841,500	$ 2,497,000	100.0%	$ 1,935,200- $ 2,993,400		100.0%
From:								
15. Technical	486,300	19.7%	309,600- 657,200	501,900	20.1%	309,600- 657,200		
16. Program	1,187,300	48.1%	652,100- 1,516,300	1,198,600	48.0%	652,100- 1,549,600		
17. Selling	478,900	19.4%	359,800- 520,700	481,900	19.3%	356,700- 526,400		
18. General & Administrative	315,900	12.8%	215,100- 376,600	314,600	12.6%	215,100- 376,600		
19. Cost of Outside News Service	$ 66,300		$ 55,700-$ 94,900	$ 71,100		$ 55,700- $ 96,700		
20. Music License Fees	$ 157,500		$ 108,300-$ 202,200	$ 163,300		$ 123,000- $ 203,800		
21. Depreciation & Amortization	$ 547,900		$ 320,900-$ 938,400	$ 524,400		$ 309,100- $ 821,700		
22. Interest	$ 10,000		$ 0-$ 470,500	$ 9,700		$ 0- $ 470,500		
23. Film & Tape Rental Expense	$ 958,000		$ 654,300-$ 1,082,300	$ 971,600		$ 654,300- $ 1,105,100		
24. PROFIT (Before Federal income tax)	$ 3,463,100		$ 371,400-$ 4,710,700	$ 3,572,700		$ 1,376,000- $ 4,915,300		
25. FULLTIME EMPLOYMENT	109		90- 119	109		90- 129		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 6 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (ADI 41-50)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (37)			PROFIT-ONLY STATIONS (31)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		20.59%	6.63%- 43.73%		27.59%	11.44%- 46.03%		___%
2. TOTAL TIME SALES	$ 9,341,300	100.0%	$ 4,149,400-$ 12,701,800	$ 10,921,700	100.0%	$ 6,533,900- $13,284,200		100.0%
From:								
3. Network Compensation	719,300	7.7%	418,500- 1,142,900	688,100	6.3%	515,700- 1,329,000		
4. National & Regional Advertisers	3,951,400	42.3%	1,728,000- 5,996,500	4,587,100	42.0%	2,494,200- 6,164,600		
5. Local Advertisers	4,670,600	50.0%	1,762,800- 6,408,900	5,646,500	51.7%	2,974,200- 6,852,800		
6. TOTAL BROADCAST REVENUE[b]	$ 7,969,100		$ 3,721,200-$ 11,498,100	$ 9,414,900		$ 5,544,200- $12,355,100		
7. Non Broadcast Revenue	149,900		63,100- 397,900	154,300		85,800- 313,100		
8. Trade-outs & Barter	199,200		110,400- 286,700	199,200		113,100- 287,300		
9. TOTAL BROADCAST EXPENSE	$ 6,328,300	100.0%	$ 3,596,300-$ 7,599,600	$ 6,817,300	100.0%	$ 4,559,900- $ 8,303,600		100.0%
From:								
10. Technical	626,500	9.9%	364,800- 813,700	668,100	9.8%	441,100- 837,400		
11. Program	2,702,200	42.7%	1,509,900- 3,235,200	2,863,300	42.0%	1,823,700- 3,658,000		
12. Selling[c]	886,000	14.0%	523,300- 1,033,900	961,200	14.1%	529,200- 1,107,400		
13. General & Administrative	2,113,600	33.4%	1,304,500- 2,393,700	2,324,700	34.1%	1,438,100- 2,617,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,468,300	100.0%	$ 1,025,400-$ 2,598,100	$ 2,679,300	100.0%	$ 1,527,900- $ 2,935,400		100.0%
From:								
15. Technical	449,200	18.2%	202,500- 572,400	476,900	17.8%	249,300- 624,100		
16. Program	1,174,900	47.6%	371,600- 1,386,500	1,318,200	49.2%	634,900- 1,393,100		
17. Selling	523,300	21.2%	254,000- 500,800	568,000	21.2%	333,600- 578,500		
18. General & Administrative	320,900	13.0%	163,400- 368,000	316,200	11.8%	170,400- 402,700		
19. Cost of Outside News Service	$ 63,800		$ 23,600-$ 89,400	$ 65,300		$ 34,400- $ 91,700		
20. Music License Fees	$ 131,100		$ 57,100-$ 181,800	$ 139,200		$ 97,900- $ 187,700		
21. Depreciation & Amortization	$ 496,400		$ 311,100-$ 712,900	$ 497,400		$ 318,500- $ 716,800		
22. Interest	$ 5,200		$ 0-$ 184,700	$ 4,900		$ 0- $ 131,700		
23. Film & Tape Rental Expense	$ 710,500		$ 543,700-$ 908,600	$ 710,500		$ 559,000- $ 835,100		
24. PROFIT (Before Federal income tax)	$ 1,640,800		$ 475,300-$ 3,782,700	$ 2,597,600		$ 834,200- $ 4,368,500		
25. FULLTIME EMPLOYMENT	95		60- 114	105		85- 134		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 7 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (ADI 51-60)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (25)				PROFIT-ONLY STATIONS (20)				YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3		Col. 4	Col. 5	Col. 6		Col. 7	Col. 8
1. PROFIT MARGIN[a]		22.17%	8.42%-	35.40%		25.24%	16.08%-	36.93%		%
2. TOTAL TIME SALES	$ 8,035,000	100.0%	$ 3,975,900-$	9,146,500	$ 8,303,000	100.0%	$ 6,489,700-	$ 9,146,500		100.0%
From:										
3. Network Compensation	602,600	7.5%	427,900-	806,000	631,000	7.6%	480,900-	806,000		
4. National & Regional Advertisers	3,551,500	44.2%	2,209,900-	3,789,900	3,545,400	42.7%	2,925,800-	3,789,900		
5. Local Advertisers	3,880,900	48.3%	1,571,700-	4,477,700	4,126,600	49.7%	2,861,600-	4,567,400		
6. TOTAL BROADCAST REVENUE[b]	$ 7,014,700		$ 3,549,800-$	8,008,500	$ 7,064,200		$ 5,595,800-	$ 8,008,500		
7. Non Broadcast Revenue	159,300		76,300-	248,700	196,100		129,400-	261,000		
8. Trade-outs & Barter	132,200		76,800-	273,400	118,600		69,100-	262,000		
9. TOTAL BROADCAST EXPENSE	$ 5,459,500	100.0%	$ 3,617,100-$	5,516,700	$ 5,281,200	100.0%	$ 3,944,900-	$ 5,516,700		100.0%
From:										
10. Technical	524,100	9.6%	320,000-	518,900	512,300	9.7%	336,100-	518,900		
11. Program	2,162,000	39.6%	1,219,700-	2,395,700	2,128,300	40.3%	1,453,500-	2,489,300		
12. Selling[c]	879,000	16.1%	455,800-	840,900	808,000	15.3%	542,900-	825,300		
13. General & Administrative	1,894,400	34.7%	1,166,400-	1,820,800	1,832,600	34.7%	1,319,300-	1,790,200		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 1,948,300	100.0%	$ 1,096,600-$	2,092,900	$ 2,091,000	100.0%	$ 1,483,100-	$ 2,092,900		100.0%
From:										
15. Technical	319,500	16.4%	146,000-	370,100	326,200	15.6%	205,400-	370,100		
16. Program	931,300	47.8%	463,000-	1,036,700	1,024,600	49.0%	623,200-	1,036,700		
17. Selling	450,100	23.1%	276,100-	469,300	478,800	22.9%	311,800-	469,300		
18. General & Administrative	247,400	12.7%	164,200-	252,800	261,400	12.5%	179,300-	252,800		
19. Cost of Outside News Service	$ 44,100		$ 24,700-$	63,600	$ 49,900		$ 32,500-	$ 64,300		
20. Music License Fees	$ 104,600		$ 58,300-$	119,200	$ 109,100		$ 95,100-	$ 119,200		
21. Depreciation & Amortization	$ 371,500		$ 283,100-$	470,200	$ 380,100		$ 295,900-	$ 470,200		
22. Interest	$ 37,200		$ 300-$	232,100	$ 8,800		$ 0-	$ 95,500		
23. Film & Tape Rental Expense	$ 500,100		$ 355,400-$	692,000	$ 577,400		$ 465,000-	$ 692,000		
24. PROFIT (Before Federal income tax)	$ 1,555,200		$ 164,600-$	2,837,000	$ 1,783,000		$ 900,200-	$ 3,075,000		
25. FULLTIME EMPLOYMENT	86		67-	104	88		79-	104		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 8 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (ADI 61-75)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (42)				PROFIT-ONLY STATIONS (35)				YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3		Col. 4	Col. 5	Col. 6		Col. 7	Col. 8
1. PROFIT MARGIN[a]		20.86%	6.68%-	31.28%		25.93%	16.14%-	32.60%		____%
2. TOTAL TIME SALES	$ 6,213,400	100.0%	$ 5,270,900-$	8,079,600	$ 6,281,600	100.0%	$ 5,354,700-	$ 8,153,900	____	100.0%
From:										
3. Network Compensation	528,100	8.5%	404,800-	722,100	559,100	8.9%	415,800-	825,600	____	____
4. National & Regional Advertisers	2,988,700	48.1%	2,196,900-	3,965,400	3,002,600	47.8%	2,202,300-	3,990,400	____	____
5. Local Advertisers	2,696,600	43.4%	2,016,400-	3,623,400	2,719,900	43.3%	2,074,500-	3,684,100	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 5,275,900		$ 4,577,700-$	6,907,400	$ 5,318,600		$ 4,581,500-	$ 7,124,700	____	
7. Non Broadcast Revenue	102,100		57,100-	203,000	115,600		64,800-	211,700	____	
8. Trade-outs & Barter	78,300		59,800-	135,300	72,500		52,400-	106,800	____	
9. TOTAL BROADCAST EXPENSE	$ 4,175,300	100.0%	$ 3,271,000-$	5,655,100	$ 3,939,500	100.0%	$ 3,365,700-	$ 5,163,500	____	100.0%
From:										
10. Technical	446,800	10.7%	372,900-	628,200	437,300	11.1%	374,000-	652,400	____	____
11. Program	1,749,400	41.9%	1,217,200-	2,211,100	1,694,000	43.0%	1,219,000-	2,175,900	____	____
12. Selling[c]	538,600	12.9%	415,000-	705,100	492,400	12.5%	331,400-	708,200	____	____
13. General & Administrative	1,440,500	34.5%	987,300-	1,896,400	1,315,800	33.4%	917,800-	1,789,000	____	____
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 1,640,600	100.0%	$ 1,290,700-$	2,130,200	$ 1,633,900	100.0%	$ 1,346,200-	$ 2,132,200	____	100.0%
From:										
15. Technical	306,800	18.7%	185,600-	450,700	302,300	18.5%	188,800-	447,400	____	____
16. Program	836,700	51.0%	496,300-	1,062,900	849,600	52.0%	567,800-	1,036,100	____	____
17. Selling	310,100	18.9%	241,200-	409,100	299,000	18.3%	228,100-	414,800	____	____
18. General & Administrative	187,000	11.4%	152,000-	296,700	183,000	11.2%	144,900-	280,700	____	____
19. Cost of Outside News Service	$ 41,300		$ 23,200-$	59,700	$ 40,900		$ 26,900-	$ 60,400	____	
20. Music License Fees	$ 89,400		$ 65,000-$	116,100	$ 91,900		$ 71,900-	$ 123,000	____	
21. Depreciation & Amortization	$ 382,800		$ 259,900-$	620,000	$ 371,400		$ 260,800-	$ 516,700	____	
22. Interest	$ 0		$ 0-$	90,000	$ 0		$ 0-	$ 4,100	____	
23. Film & Tape Rental Expense	$ 452,500		$ 307,300-$	694,300	$ 395,400		$ 300,100-	$ 581,700	____	
24. PROFIT (Before Federal income tax)	$ 1,100,600		$ 124,500-$	2,054,200	$ 1,379,100		$ 848,200-	$ 2,102,800	____	
25. FULLTIME EMPLOYMENT	86		70-	105	90		72-	108	____	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 9 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (ADI 76-100)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (49)			PROFIT-ONLY STATIONS (43)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		16.01%	5.78%- 29.91%		17.82%	11.76%- 32.19%		___%
2. TOTAL TIME SALES	$ 4,863,500	100.0%	$ 3,985,200-$ 5,867,000	$ 4,950,000	100.0%	$ 4,088,200- $ 6,000,300		100.0%
From:								
3. Network Compensation	423,100	8.7%	334,500- 657,000	435,600	8.8%	342,600- 658,500		
4. National & Regional Advertisers	2,178,900	44.8%	1,663,500- 2,835,300	2,197,800	44.4%	1,672,000- 2,835,600		
5. Local Advertisers	2,261,500	46.5%	1,602,200- 2,798,000	2,316,600	46.8%	1,696,100- 2,864,000		
6. TOTAL BROADCAST REVENUE[b]	$ 4,184,100		$ 3,606,200-$ 5,121,600	$ 4,412,900		$ 3,823,600- $ 5,331,300		
7. Non Broadcast Revenue	97,000		52,900- 149,400	105,500		55,700- 151,000		
8. Trade-outs & Barter	125,700		69,700- 170,500	104,200		63,000- 166,400		
9. TOTAL BROADCAST EXPENSE	$ 3,514,200	100.0%	$ 2,862,700-$ 4,334,900	$ 3,626,500	100.0%	$ 2,639,400- $ 4,263,200		100.0%
From:								
10. Technical	425,200	12.1%	312,400- 566,500	438,800	12.1%	316,100- 561,700		
11. Program	1,293,200	36.8%	956,300- 1,397,000	1,298,300	35.8%	948,400- 1,380,200		
12. Selling[c]	513,100	14.6%	387,200- 610,600	544,000	15.0%	367,900- 602,880		
13. General & Administrative	1,282,700	36.5%	945,700- 1,583,900	1,345,400	37.1%	920,700- 1,510,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,297,700	100.0%	$ 1,060,500-$ 1,694,900	$ 1,407,600	100.0%	$ 1,027,800- $ 1,710,000		100.0%
From:								
15. Technical	245,200	18.9%	161,400- 345,500	256,200	18.2%	168,000- 332,700		
16. Program	580,100	44.7%	429,600- 701,400	630,600	44.8%	429,200- 698,200		
17. Selling	301,100	23.2%	215,900- 365,600	332,200	23.6%	214,[illegible]- 368,000		
18. General & Administrative	171,300	13.2%	121,900- 302,400	188,600	13.4%	122,[illegible]- 298,700		
19. Cost of Outside News Service	$ 29,700		$ 22,600-$ 42,000	$ 29,700		$ 22,200- $ 41,400		
20. Music License Fees	$ 65,600		$ 58,500-$ 84,400	$ 68,700		$ 59,000- $ 84,500		
21. Depreciation & Amortization	$ 334,700		$ 224,200-$ 434,500	$ 330,300		$ 222,500- $ 409,800		
22. Interest	$ 19,800		$ 0-$ 85,900	$ 10,500		$ 0- $ 65,200		
23. Film & Tape Rental Expense	$ 254,500		$ 195,700-$ 323,100	$ 250,800		$ 195,500- $ 318,900		
24. PROFIT (Before Federal income tax)	$ 669,900		$ 216,200-$ 1,310,800	$ 786,400		$ 413,300- $ 1,414,900		
25. FULLTIME EMPLOYMENT	70		62- 84	71		63- 84		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 10 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 9 (ADI 101-125)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (56)			PROFIT-ONLY STATIONS (40)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		17.79%	(1.28%)- 29.17%		24.86%	17.34%- 32.28%		___ %
2. TOTAL TIME SALES	$ 4,240,000	100.0%	$ 3,170,200-$ 5,192,200	$ 4,299,000	100.0%	$ 3,319,100- $ 5,332,700		100.0%
From:								
3. Network Compensation	381,600	9.0%	249,100- 665,700	511,600	11.9%	290,300- 738,700		
4. National & Regional Advertisers	1,594,200	37.6%	1,146,700- 1,946,100	1,612,100	37.5%	1,230,200- 2,107,000		
5. Local Advertisers	2,264,200	53.4%	1,266,100- 2,586,100	2,175,300	50.6%	1,398,600- 2,571,900		
6. TOTAL BROADCAST REVENUE[b]	$ 3,759,500		$ 2,756,500-$ 4,652,100	$ 3,837,200		$ 2,957,500- $ 4,795,200		
7. Non Broadcast Revenue	78,300		38,300- 157,700	75,000		39,500- 171,900		
8. Trade-outs & Barter	76,500		30,100- 134,300	78,100		34,900- 136,400		
9. TOTAL BROADCAST EXPENSE	$ 3,090,700	100.0%	$ 2,372,100-$ 3,622,600	$ 2,883,300	100.0%	$ 2,372,100- $ 3,472,400		100.0%
From:								
10. Technical	284,300	9.2%	213,600- 357,900	271,000	9.4%	213,600- 356,500		
11. Program	1,128,100	36.5%	759,600- 1,369,400	1,035,100	35.9%	764,000- 1,313,000		
12. Selling[c]	432,700	14.0%	324,000- 554,100	435,400	15.1%	328,100- 554,100		
13. General & Administrative	1,245,600	40.3%	820,100- 1,535,400	1,141,800	39.6%	797,900- 1,413,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,136,900	100.0%	$ 826,800-$ 1,473,300	$ 1,110,600	100.0%	$ 844,100- $ 1,504,200		100.0%
From:								
15. Technical	172,800	15.2%	113,100- 206,000	171,000	15.4%	121,700- 206,300		
16. Program	542,300	47.7%	384,800- 653,800	508,700	45.8%	384,800- 657,400		
17. Selling	261,500	23.0%	192,400- 327,000	259,900	23.4%	198,100- 319,200		
18. General & Administrative	160,300	14.1%	119,700- 227,600	171,000	15.4%	127,200- 233,900		
19. Cost of Outside News Service	$ 22,700		$ 14,400-$ 36,100	$ 24,700		$ 16,000- $ 38,400		
20. Music License Fees	$ 56,400		$ 40,800-$ 79,800	$ 60,200		$ 44,900- $ 81,400		
21. Depreciation & Amortization	$ 407,900		$ 198,800-$ 587,000	$ 349,800		$ 176,500- $ 491,800		
22. Interest	$ 38,700		$ 0-$ 233,400	$ 12,000		$ 0- $ 80,100		
23. Film & Tape Rental Expense	$ 225,100		$ 154,800-$ 300,300	$ 200,700		$ 156,500- $ 267,400		
24. PROFIT (Before Federal income tax)	$ 668,800		$ (40,500)-$ 1,244,600	$ 953,900		$ 526,600- $ 1,442,400		
25. FULLTIME EMPLOYMENT	64		50- 76	65		53- 77		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 11 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 10 (ADI 126-150)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (39) Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3		PROFIT-ONLY STATIONS (33) Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6		YOUR STATION Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		17.74%	4.78%-	26.84%		21.42%	12.08%-	29.26%		___%
2. TOTAL TIME SALES	$ 3,040,000	100.0%	$ 2,276,100-$	4,346,400	$ 3,071,300	100.0%	$ 2,288,800-	$ 4,597,600		100.0%
From:										
3. Network Compensation	440,800	14.5%	244,800-	620,900	439,200	14.3%	251,300-	636,400		
4. National & Regional Advertisers	1,276,800	42.0%	826,000-	1,605,300	1,231,600	40.1%	831,600-	1,621,800		
5. Local Advertisers	1,322,400	43.5%	962,400-	1,794,400	1,400,500	45.6%	917,800-	2,018,300		
6. TOTAL BROADCAST REVENUE[b]	$ 2,615,500		$ 1,985,500-$	3,927,300	$ 2,700,800		$ 2,045,100-	$ 4,179,700		
7. Non Broadcast Revenue	72,400		48,200-	142,500	72,400		47,100-	163,300		
8. Trade-outs & Barter	54,600		34,400-	78,000	54,600		34,300-	78,400		
9. TOTAL BROADCAST EXPENSE	$ 2,151,500	100.0%	$ 1,740,200-$	2,925,800	$ 2,122,300	100.0%	$ 1,760,400-	$ 2,899,200		100.0%
From:										
10. Technical	247,400	11.5%	202,700-	318,300	258,900	12.2%	200,700-	325,700		
11. Program	684,200	31.8%	546,100-	934,900	670,700	31.6%	546,900-	929,700		
12. Selling[c]	329,200	15.3%	197,300-	429,100	324,700	15.3%	194,900-	444,400		
13. General & Administrative	890,700	41.4%	701,800-	1,255,900	868,000	40.9%	692,600-	1,250,500		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 842,900	100.0%	$ 651,300-$	1,092,600	$ 881,300	100.0%	$ 671,400-	$ 1,162,600		100.0%
From:										
15. Technical	145,000	17.2%	115,900-	199,800	154,200	17.5%	118,100-	208,200		
16. Program	379,300	45.0%	242,000-	486,500	394,800	44.8%	247,400-	502,700		
17. Selling	191,300	22.7%	127,100-	267,000	200,100	22.7%	130,300-	275,800		
18. General & Administrative	127,300	15.1%	106,500-	192,100	132,200	15.0%	111,000-	192,800		
19. Cost of Outside News Service	$ 19,600		$ 12,200-$	30,300	$ 19,600		$ 12,100-	$ 29,900		
20. Music License Fees	$ 44,700		$ 29,600-$	66,600	$ 45,300		$ 29,700-	$ 70,900		
21. Depreciation & Amortization	$ 222,600		$ 149,000-$	294,100	$ 225,800		$ 150,800-	$ 292,400		
22. Interest	$ 26,000		$ 0-$	138,000	$ 26,000		$ 0-	$ 131,600		
23. Film & Tape Rental Expense	$ 133,100		$ 84,000-$	174,600	$ 133,100		$ 80,100-	$ 175,100		
24. PROFIT (Before Federal income tax)	$ 464,000		$ 108,400-$	1,089,400	$ 578,500		$ 202,700-	$ 1,179,300		
25. FULLTIME EMPLOYMENT	49		38-	64	52		40-	64		

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 12 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 11 (ADI 151-175)

	ALL STATIONS (19)			*PROFIT-ONLY STATIONS (13)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		7.34%	3.37%- 35.10%		33.63%	5.31%- 37.13%		____%
2. TOTAL TIME SALES	$ 2,081,300	100.0%	$ 1,511,100-$ 2,747,900	$ 2,420,000	100.0%	$ 1,857,800- $ 3,219,600	________	100.0%
From:								
3. Network Compensation	360,100	17.3%	135,000- 521,500	421,100	17.4%	290,700- 543,400	________	____
4. National & Regional Advertisers	824,200	39.6%	596,000- 1,178,900	934,100	38.6%	673,000- 1,326,800	________	____
5. Local Advertisers	897,000	43.1%	531,800- 1,229,800	1,064,800	44.0%	668,500- 1,441,500	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,902,700		$ 1,357,600-$ 2,601,200	$ 2,332,200		$ 1,676,800- $ 2,960,600	________	
7. Non Broadcast Revenue	36,400		22,000- 63,300	39,600		20,000- 90,900	________	
8. Trade-outs & Barter	35,100		12,600- 60,200	34,800		12,600- 42,600	________	
9. TOTAL BROADCAST EXPENSE	$ 1,763,000	100.0%	$ 1,127,000-$ 2,308,500	$ 1,547,900	100.0%	$ 1,275,400- $ 2,277,300	________	100.0%
From:								
10. Technical	227,400	12.9%	146,400- 272,700	202,800	13.1%	150,500- 270,300	________	____
11. Program	530,700	30.1%	362,900- 677,500	433,400	28.0%	351,500- 654,000	________	____
12. Selling[c]	273,300	15.5%	164,300- 300,400	269,300	17.4%	190,200- 341,700	________	____
13. General & Administrative	731,600	41.5%	407,400- 949,500	642,400	41.5%	473,300- 924,800	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 711,600	100.0%	$ 401,200-$ 881,100	$ 676,800	100.0%	$ 587,900- $ 930,100	________	100.0%
From:								
15. Technical	119,500	16.8%	79,000- 145,600	108,300	16.0%	84,300- 153,500	________	____
16. Program	303,900	42.7%	178,900- 362,700	268,700	39.7%	189,600- 383,100	________	____
17. Selling	178,600	25.1%	75,200- 191,800	179,300	26.5%	134,000- 208,100	________	____
18. General & Administrative	109,600	15.4%	74,400- 190,000	120,500	17.8%	58,700- 222,300	________	____
19. Cost of Outside News Service	$ 12,400		$ 6,600-$ 24,800	$ 8,400		$ 6,500- $ 19,500	________	
20. Music License Fees	$ 24,000		$ 22,100-$ 50,000	$ 32,500		$ 23,000- $ 51,700	________	
21. Depreciation & Amortization	$ 182,800		$ 120,000-$ 260,800	$ 233,900		$ 141,500- $ 304,100	________	
22. Interest	$ 10,400		$ 0-$ 314,400	$ 4,500		$ 0- $ 136,800	________	
23. Film & Tape Rental Expense	$ 80,100		$ 30,800-$ 108,500	$ 60,300		$ 28,900- $ 105,000	________	
24. PROFIT (Before Federal income tax)	$ 139,700		$ (43,600)-$ 837,700	$ 784,300		$ 143,500- $ 916,500	________	
25. FULLTIME EMPLOYMENT	39		31- 51	44		31- 54	________	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 13 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 12 (ADI 176 & over)**

	ALL STATIONS (26)			PROFIT-ONLY STATIONS (19)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		9.38%	(2.71%)- 15.15%		13.26%	8.18%- 21.29%		%
2. TOTAL TIME SALES	$ 1,362,100	100.0%	$ 1,043,100-$ 2,340,600	$ 1,666,000	100.0%	$ 1,194,500- $ 2,501,300		100.0%
From:								
3. Network Compensation	175,700	12.9%	93,000- 307,200	209,900	12.6%	140,000- 376,700		
4. National & Regional Advertisers	543,500	39.9%	377,500- 937,900	731,400	43.9%	483,200- 1,383,400		
5. Local Advertisers	642,900	47.2%	424,600- 1,034,700	724,700	43.5%	542,100- 1,112,200		
6. TOTAL BROADCAST REVENUE[b]	$ 1,281,000		$ 963,600-$ 2,095,400	$ 1,548,000		$ 1,055,800- $ 2,315,400		
7. Non Broadcast Revenue	33,000		18,800- 52,100	31,100		18,500- 63,300		
8. Trade-outs & Barter	40,300		19,500- 66,000	35,200		17,800- 61,500		
9. TOTAL BROADCAST EXPENSE	$ 1,160,800	100.0%	$ 883,700-$ 1,849,800	$ 1,342,700	100.0%	$ 901,900- $ 1,869,400		100.0%
From:								
10. Technical	170,700	14.7%	119,300- 261,500	201,400	15.0%	128,400- 264,700		
11. Program	369,100	31.8%	283,500- 508,000	412,200	30.7%	321,200- 538,700		
12. Selling[c]	166,000	14.3%	135,000- 252,500	192,000	14.3%	136,300- 264,200		
13. General & Administrative	455,000	39.2%	366,400- 838,600	537,100	40.0%	376,100- 703,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 460,900	100.0%	$ 383,000-$ 709,000	$ 502,800	100.0%	$ 400,200- $ 734,900		100.0%
From:								
15. Technical	89,400	19.4%	54,500- 141,700	98,500	19.6%	70,800- 148,200		
16. Program	179,800	39.0%	138,400- 310,800	190,600	37.9%	154,400- 313,000		
17. Selling	115,200	25.0%	75,100- 168,800	127,700	25.4%	78,200- 179,800		
18. General & Administrative	76,500	16.6%	65,000- 112,700	86,000	17.1%	70,100- 118,600		
19. Cost of Outside News Service	$ 11,500		$ 7,600-$ 20,700	$ 12,500		$ 7,200- $ 20,400		
20. Music License Fees	$ 22,000		$ 16,200-$ 30,100	$ 26,000		$ 18,300- $ 31,000		
21. Depreciation & Amortization	$ 118,400		$ 70,400-$ 179,200	$ 110,800		$ 76,400- $ 178,000		
22. Interest	$ 6,400		$ 0-$ 191,000	$ 3,600		$ 0- $ 81,800		
23. Film & Tape Rental Expense	$ 64,400		$ 25,800-$ 94,500	$ 68,800		$ 21,800- $ 90,600		
24. PROFIT (Before Federal income tax)	$ 120,200		$ (35,400)-$ 271,400	$ 205,300		$ 99,000- $ 301,500		
25. FULLTIME EMPLOYMENT	35		29- 42	35		28- 42		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 14 **REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 1 ($40 million & over)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (16)*			*PROFIT-ONLY STATIONS (16)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		37.88%	32.66%- 40.92%					%
2. TOTAL TIME SALES	$ 55,184,200	100.0%	$ 50,093,700-$ 69,263,500					100.0%
From:								
3. Network Compensation	1,655,500	3.0%	6,000- 2,738,200					
4. National & Regional Advertisers	31,841,300	57.7%	28,809,800- 37,957,000					
5. Local Advertisers	21,687,400	39.3%	19,117,600- 28,434,900					
6. TOTAL BROADCAST REVENUE[b]	$ 45,102,000		$ 41,299,700-$ 58,878,500					
7. Non Broadcast Revenue	166,700		60,000- 528,200					
8. Trade-outs & Barter	907,800		509,000- 1,300,800					
9. TOTAL BROADCAST EXPENSE	$ 28,017,400	100.0%	$ 24,559,200-$ 38,688,100					100.0%
From:								
10. Technical	2,521,600	9.0%	1,972,800- 3,505,700					
11. Program	15,829,800	56.5%	11,767,500- 24,303,400					
12. Selling[c]	3,810,400	13.6%	3,149,500- 5,282,300					
13. General & Administrative	5,855,600	20.9%	5,406,400- 7,222,100					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 8,313,300	100.0%	$ 6,882,100-$ 11,847,700	SAME AS ALL STATIONS				100.0%
From:								
15. Technical	1,953,600	23.5%	1,552,700- 2,971,400					
16. Program	4,480,900	53.9%	3,682,700- 6,354,600					
17. Selling	1,105,700	13.3%	900,700- 1,536,400					
18. General & Administrative	773,100	9.3%	648,500- 1,362,400					
19. Cost of Outside News Service	$ 281,700		$ 202,700-$ 426,900					
20. Music License Fees	$ 706,300		$ 634,100-$ 925,800					
21. Depreciation & Amortization	$ 1,109,000		$ 817,700-$ 1,512,900					
22. Interest	$ 0		$ 0-$ 47,600					
23. Film & Tape Rental Expense	$ 3,354,400		$ 1,749,800-$ 12,248,800					
24. PROFIT (Before Federal income tax)	$ 17,084,600		$ 14,375,600-$ 26,206,300					
25. FULLTIME EMPLOYMENT	251		179- 302					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 15 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($25 million - $40 million)

	ALL STATIONS (20)			PROFIT-ONLY STATIONS (20)			YOUR STATION	
REVENUE AND EXPENSE ITEMS	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		37.26%	22.38%- 47.14%					%
2. TOTAL TIME SALES	$ 33,678,700	100.0%	$ 31,183,500-$ 36,465,800					100.0%
From:								
3. Network Compensation	1,347,100	4.0%	936,500- 1,748,900					
4. National & Regional Advertisers	18,388,600	54.6%	17,166,600- 21,064,800					
5. Local Advertisers	13,943,000	41.4%	11,982,800- 16,902,900					
6. TOTAL BROADCAST REVENUE[b]	$ 28,145,700		$ 26,229,800-$ 32,060,200					
7. Non Broadcast Revenue	237,700		98,300- 491,100					
8. Trade-outs & Barter	568,600		395,400- 921,300					
9. TOTAL BROADCAST EXPENSE	$ 17,658,600	100.0%	$ 14,952,700-$ 22,832,100					100.0%
From:								
10. Technical	1,836,500	10.4%	1,413,700- 2,175,700					
11. Program	8,899,900	50.4%	7,446,400- 11,551,300					
12. Selling[c]	2,419,200	13.7%	1,914,200- 3,224,400					
13. General & Administrative	4,503,000	25.5%	3,879,900- 4,956,600					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 6,784,400	100.0%	$ 5,226,000-$ 7,529,500	SAME AS ALL STATIONS				100.0%
From:								
15. Technical	1,404,400	20.7%	1,109,900- 1,702,100					
16. Program	3,568,600	52.6%	2,579,400- 4,302,500					
17. Selling	1,024,400	15.1%	775,100- 1,101,800					
18. General & Administrative	787,000	11.6%	540,000- 807,500					
19. Cost of Outside News Service	$ 160,800		$ 127,200-$ 228,800					
20. Music License Fees	$ 438,100		$ 405,900-$ 510,400					
21. Depreciation & Amortization	$ 830,200		$ 659,400-$ 1,024,300					
22. Interest	$ 0		$ 0-$ 0					
23. Film & Tape Rental Expense	$ 2,567,100		$ 1,801,100-$ 3,990,100					
24. PROFIT (Before Federal income tax)	$ 10,487,100		$ 6,729,800-$ 13,278,200					
25. FULLTIME EMPLOYMENT	204		179- 233					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 16 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($15 million - $25 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (40)			PROFIT-ONLY STATIONS (39)			YOUR STATION	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		35.65%	28.68%- 45.90%		36.29%	29.77%- 46.03%		%
2. TOTAL TIME SALES	$ 22,103,200	100.0%	$ 19,739,300-$ 25,225,500	$ 22,235,300	100.0%	$ 19,890,200- $25,425,800		100.0%
From:								
3. Network Compensation	1,083,000	4.9%	62,700- 1,380,400	1,134,000	5.1%	96,800- 1,421,300		
4. National & Regional Advertisers	13,018,800	58.9%	11,050,800- 14,784,100	13,163,300	59.2%	11,114,300- 14,819,300		
5. Local Advertisers	8,001,400	36.2%	6,700,100- 10,033,700	7,938,000	35.7%	6,588,900- 10,275,900		
6. TOTAL BROADCAST REVENUE[b]	$ 18,767,300		$ 16,321,100-$ 21,228,500	$ 19,062,200		$ 16,504,200- $21,425,700		
7. Non Broadcast Revenue	287,100		137,900- 536,600	284,000		131,300- 533,300		
8. Trade-outs & Barter	323,500		152,200- 520,900	322,300		151,200- 528,300		
9. TOTAL BROADCAST EXPENSE	$ 12,076,800	100.0%	$ 9,607,600-$ 14,953,600	$ 12,144,500	100.0%	$ 9,376,900- $14,912,900		100.0%
From:								
10. Technical	1,256,000	10.4%	829,200- 1,480,300	1,299,400	10.7%	833,900- 1,503,000		
11. Program	5,700,300	47.2%	4,651,600- 7,280,500	5,756,500	47.4%	4,639,100- 7,267,400		
12. Selling[c]	1,859,800	15.4%	1,233,500- 2,445,600	1,846,000	15.2%	1,219,600- 2,432,200		
13. General & Administrative	3,260,700	27.0%	2,470,600- 4,294,700	3,242,600	26.7%	2,463,200- 4,253,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,631,900	100.0%	$ 2,788,200-$ 4,665,800	$ 3,713,400	100.0%	$ 2,825,200- $ 4,668,200		100.0%
From:								
15. Technical	759,100	20.9%	544,200- 1,078,200	768,700	20.7%	544,400- 1,110,400		
16. Program	1,757,800	48.4%	1,009,000- 2,569,800	1,819,600	49.0%	920,700- 2,587,600		
17. Selling	704,600	19.4%	592,600- 806,700	709,200	19.1%	587,300- 815,800		
18. General & Administrative	410,400	11.3%	238,800- 525,300	415,900	11.2%	237,000- 526,600		
19. Cost of Outside News Service	$ 90,200		$ 28,500-$ 130,300	$ 90,200		$ 28,500- $ 130,300		
20. Music License Fees	$ 288,800		$ 249,200-$ 348,600	$ 289,500		$ 250,500- $ 348,600		
21. Depreciation & Amortization	$ 787,200		$ 543,600-$ 1,002,400	$ 759,400		$ 543,600- $ 975,900		
22. Interest	$ 0		$ 0-$ 24,500	$ 0		$ 0- $ 18,200		
23. Film & Tape Rental Expense	$ 1,989,100		$ 1,203,500-$ 2,833,000	$ 1,978,800		$ 1,203,500- $ 2,798,300		
24. PROFIT (Before Federal income tax)	$ 6,690,500		$ 5,619,300-$ 9,122,200	$ 6,917,700		$ 5,747,200- $ 9,207,400		
25. FULLTIME EMPLOYMENT	145		105- 173	152		106- 173		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 17 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($10 million - $15 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (49)			PROFIT-ONLY STATIONS (48)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		33.19%	16.43%- 42.56%		33.24%	18.02%- 42.56%		%
2. TOTAL TIME SALES	$ 14,694,400	100.0%	$ 12,945,800-$ 16,104,100	$ 14,582,200	100.0%	$ 12,945,800- $15,845,100		100.0%
From:								
3. Network Compensation	867,000	5.9%	579,400- 1,190,700	889,500	6.1%	579,400- 1,190,700		
4. National & Regional Advertisers	7,685,200	52.3%	6,285,800- 9,061,400	7,611,900	52.2%	6,285,800- 8,842,700		
5. Local Advertisers	6,142,200	41.8%	4,732,600- 7,032,300	6,080,800	41.7%	4,732,600- 7,032,300		
6. TOTAL BROADCAST REVENUE[b]	$ 12,421,500		$ 11,081,300-$ 13,825,700	$ 12,415,100		$ 11,081,300- $13,614,600		
7. Non Broadcast Revenue	249,200		125,400- 488,600	250,800		125,400- 488,600		
8. Trade-outs & Barter	276,400		156,400- 384,000	254,400		153,700- 382,400		
9. TOTAL BROADCAST EXPENSE	$ 8,298,800	100.0%	$ 7,033,700-$ 10,309,800	$ 8,288,300	100.0%	$ 7,033,700 $10,183,400		100.0%
From:								
10. Technical	813,300	9.8%	689,900- 1,132,000	812,300	9.8%	689,900- 1,132,000		
11. Program	3,834,100	46.2%	3,029,400- 4,542,900	3,787,700	45.7%	3,029,400- 4,542,900		
12. Selling[c]	1,095,400	13.2%	956,100- 1,392,300	1,127,200	13.6%	967,000- 1,392,300		
13. General & Administrative	2,556,000	30.8%	2,086,100- 3,117,100	2,561,100	30.9%	2,086,100- 3,087,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,381,800	100.0%	$ 2,218,500-$ 3,476,500	$ 2,426,000	100.0%	$ 2,218,500- $ 3,318,100		100.0%
From:								
15. Technical	516,800	21.7%	407,900- 829,800	526,400	21.7%	407,900- 821,900		
16. Program	1,114,700	46.8%	983,600- 1,635,300	1,123,200	46.3%	983,600- 1,583,700		
17. Selling	464,500	19.5%	452,400- 620,000	482,800	19.9%	452,400- 620,000		
18. General & Administrative	285,800	12.0%	244,000- 424,800	293,600	12.1%	244,000- 411,600		
19. Cost of Outside News Service	$ 89,100		$ 62,900-$ 102,100	$ 88,100		$ 62,900- $ 102,100		
20. Music License Fees	$ 197,800		$ 173,700-$ 232,400	$ 195,700		$ 173,700- $ 231,000		
21. Depreciation & Amortization	$ 618,400		$ 473,900-$ 835,700	$ 615,000		$ 473,900- $ 830,900		
22. Interest	$ 4,900		$ 0-$ 397,300	$ 3,300		$ 0- $ 362,700		
23. Film & Tape Rental Expense	$ 1,100,500		$ 891,600-$ 1,725,300	$ 1,096,800		$ 891,600- $ 1,725,300		
24. PROFIT (Before Federal income tax)	$ 4,122,700		$ 2,144,900-$ 5,070,600	$ 4,126,800		$ 2,383,300- $ 5,070,600		
25. FULLTIME EMPLOYMENT	114		103- 136	114		102- 136		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 18 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($7 million - $10 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (42) Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (40) Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		29.54%	20.86%- 38.85%		31.63%	21.92%- 38.85%		____%
2. TOTAL TIME SALES From:	$ 9,372,900	100.0%	$ 8,725,200-$ 10,345,900	$ 9,372,900	100.0%	$ 8,782,300- $10,237,200	________	100.0%
3. Network Compensation	740,500	7.9%	535,000- 1,134,200	740,500	7.9%	549,200- 1,125,100	________	____
4. National & Regional Advertisers	4,086,600	43.6%	3,352,400- 4,933,000	4,030,300	43.0%	3,352,400- 4,815,600	________	____
5. Local Advertisers	4,545,800	48.5%	3,707,100- 5,092,400	4,602,100	49.1%	3,856,400- 5,092,400	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 8,047,100		$ 7,542,600-$ 8,874,100	$ 8,047,100		$ 7,613,100- $ 8,747,900	________	
7. Non Broadcast Revenue	156,000		54,300- 257,200	156,000		54,300- 236,000	________	
8. Trade-outs & Barter	112,500		67,100- 250,900	106,800		67,100- 220,000	________	
9. TOTAL BROADCAST EXPENSE From:	$ 5,670,000	100.0%	$ 5,001,600-$ 7,000,700	$ 5,501,800	100.0%	$ 5,001,600- $ 6,208,300	________	100.0%
10. Technical	595,400	10.5%	439,400- 774,800	572,200	10.4%	439,400- 761,800	________	____
11. Program	2,358,700	41.6%	1,897,500- 2,580,200	2,305,200	41.9%	1,897,500- 2,554,200	________	____
12. Selling[c]	844,800	14.9%	657,500- 984,400	803,300	14.6%	657,500- 953,100	________	____
13. General & Administrative	1,871,100	33.0%	1,480,600- 2,031,600	1,821,100	33.1%	1,480,600- 1,987,700	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d] From:	$ 2,187,900	100.0%	$ 1,870,300-$ 2,512,000	$ 2,145,900	100.0%	$ 1,885,700- $ 2,492,500	________	100.0%
15. Technical	396,000	18.1%	285,500- 528,100	388,400	18.1%	285,500- 528,100	________	____
16. Program	1,102,700	50.4%	830,600- 1,234,400	1,081,600	50.4%	833,600- 1,234,400	________	____
17. Selling	439,800	20.1%	365,000- 528,500	431,300	20.1%	368,800- 522,000	________	____
18. General & Administrative	249,400	11.4%	190,600- 310,700	244,600	11.4%	190,600- 298,200	________	____
19. Cost of Outside News Service	$ 59,600		$ 43,000-$ 78,000	$ 59,600		$ 46,000- $ 78,000	________	
20. Music License Fees	$ 123,100		$ 113,300-$ 142,100	$ 123,100		$ 114,700- $ 139,900	________	
21. Depreciation & Amortization	$ 449,800		$ 368,100-$ 732,900	$ 442,200		$ 368,100- $ 681,600	________	
22. Interest	$ 0		$ 0-$ 25,600	$ 0		$ 0- $ 18,300	________	
23. Film & Tape Rental Expense	$ 592,200		$ 427,200-$ 731,400	$ 592,200		$ 44,900- $ 709,400	________	
24. PROFIT (Before Federal income tax)	$ 2,377,100		$ 1,617,500-$ 3,361,000	$ 2,545,300		$ 1,706,800- $ 3,361,000	________	
25. FULLTIME EMPLOYMENT	100		92- 111	100		93- 110	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 19 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($5 million - $7 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (53)			PROFIT-ONLY STATIONS (45)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		19.40%	8.21%- 30.90%		22.18%	14.58%- 32.47%		____%
2. TOTAL TIME SALES	$ 6,541,800	100.0%	$ 6,017,800-$ 7,333,800	$ 6,540,300	100.0%	$ 5,988,200- $ 7,322,100	________	100.0%
From:								
3. Network Compensation	569,100	8.7%	396,100- 808,000	582,100	8.9%	429,900- 824,200	________	____
4. National & Regional Advertisers	2,865,300	43.8%	2,422,300- 3,535,700	2,825,400	43.2%	2,395,400- 3,419,400	________	____
5. Local Advertisers	3,107,400	47.5%	2,551,000- 3,650,800	3,132,800	47.9%	2,545,100- 3,650,800	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 5,724,500		$ 5,244,100-$ 6,286,000	$ 5,599,800		$ 5,244,100- $ 6,214,700	________	
7. Non Broadcast Revenue	131,300		68,200- 192,600	142,400		69,300- 192,600	________	
8. Trade-outs & Barter	99,400		47,500- 214,300	89,900		41,100- 181,000	________	
9. TOTAL BROADCAST EXPENSE	$ 4,613,900	100.0%	$ 3,938,000-$ 5,256,200	$ 4,357,800	100.0%	$ 3,605,100- $ 4,794,800	________	100.0%
From:								
10. Technical	507,500	11.0%	348,800- 630,500	483,700	11.1%	326,900- 630,500	________	____
11. Program	1,721,000	37.3%	1,361,400- 2,112,000	1,629,800	37.4%	1,313,800- 2,001,100	________	____
12. Selling[c]	632,100	13.7%	495,900- 783,000	618,800	14.2%	489,200- 763,200	________	____
13. General & Administrative	1,753,300	38.0%	1,321,500- 2,120,900	1,625,500	37.3%	1,260,000- 1,884,700	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,721,100	100.0%	$ 1,515,300-$ 2,117,300	$ 1,697,700	100.0%	$ 1,488,900- $ 2,070,900	________	100.0%
From:								
15. Technical	328,800	19.1%	200,200- 432,400	298,800	17.6%	189,000- 404,400	________	____
16. Program	760,700	44.2%	588,100- 978,700	743,600	43.8%	588,100- 941,000	________	____
17. Selling	368,300	21.4%	304,500- 427,800	382,000	22.5%	279,600- 423,200	________	____
18. General & Administrative	263,300	15.3%	179,000- 348,200	273,300	16.1%	167,400- 351,200	________	____
19. Cost of Outside News Service	$ 40,900		$ 24,400-$ 49,800	$ 38,900		$ 24,400- $ 48,800	________	
20. Music License Fees	$ 89,500		$ 77,700-$ 104,500	$ 89,800		$ 80,800- $ 104,500	________	
21. Depreciation & Amortization	$ 417,400		$ 300,400-$ 650,900	$ 339,700		$ 285,000- $ 487,800	________	
22. Interest	$ 59,500		$ 0-$ 294,400	$ 14,900		$ 0- $ 172,000	________	
23. Film & Tape Rental Expense	$ 344,600		$ 239,200-$ 630,100	$ 317,400		$ 222,300- $ 548,600	________	
24. PROFIT (Before Federal income tax)	$ 1,110,600		$ 476,000-$ 1,773,300	$ 1,242,000		$ 773,100- $ 1,914,200	________	
25. FULLTIME EMPLOYMENT	86		76- 93	85		76- 93	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 20 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($4 million - $5 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (51) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (43) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		20.59%	8.49%- 29.35%		25.39%	16.01%- 31.49%		____%
2. TOTAL TIME SALES From:	$ 5,168,400	100.0%	$ 4,802,500-$ 5,447,000	$ 5,149,000	100.0%	$ 4,806,200- $ 5,521,200		100.0%
3. Network Compensation	475,500	9.2%	351,600- 658,500	489,100	9.5%	402,000- 658,500		
4. National & Regional Advertisers	2,268,900	43.9%	1,963,000- 2,829,500	2,286,200	44.4%	1,982,700- 2,829,500		
5. Local Advertisers	2,424,000	46.9%	1,952,100- 2,595,100	2,373,700	46.1%	1,926,700- 2,570,500		
6. TOTAL BROADCAST REVENUE[b]	$ 4,594,700		$ 4,214,800-$ 4,775,700	$ 4,581,500		$ 4,209,300- $ 4,805,400		
7. Non Broadcast Revenue	125,200		76,800- 181,800	120,800		64,800- 179,200		
8. Trade-outs & Barter	125,800		73,700- 180,000	117,500		64,300- 174,600		
9. TOTAL BROADCAST EXPENSE From:	$ 3,648,700	100.0%	$ 3,176,400-$ 4,148,400	$ 3,418,300	100.0%	$ 3,125,200- $ 3,891,900		100.0%
10. Technical	408,600	11.2%	309,400- 464,400	382,800	11.2%	308,800- 447,900		
11. Program	1,317,200	36.1%	1,087,000- 1,547,600	1,234,000	36.1%	1,046,200- 1,479,200		
12. Selling[c]	540,000	14.8%	384,700- 674,100	516,200	15.1%	383,700- 605,500		
13. General & Administrative	1,382,900	37.9%	1,029,600- 1,541,100	1,285,300	37.6%	1,005,200- 1,469,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d] From:	$ 1,432,300	100.0%	$ 1,092,600-$ 1,637,000	$ 1,350,800	100.0%	$ 1,040,800- $ 1,596,600		100.0%
15. Technical	233,500	16.3%	176,500- 282,500	209,400	15.5%	171,700- 274,300		
16. Program	663,200	46.3%	430,200- 771,400	645,700	47.8%	430,200- 756,900		
17. Selling	329,400	23.0%	256,000- 352,800	303,900	22.5%	253,800- 314,800		
18. General & Administrative	206,200	14.4%	144,200- 288,100	191,800	14.2%	144,900- 263,000		
19. Cost of Outside News Service	$ 32,200		$ 22,500-$ 47,300	$ 34,900		$ 22,500- $ 47,300		
20. Music License Fees	$ 66,400		$ 59,400-$ 85,400	$ 68,800		$ 59,800- $ 85,400		
21. Depreciation & Amortization	$ 360,200		$ 260,800-$ 505,100	$ 334,700		$ 234,000- $ 468,100		
22. Interest	$ 6,300		$ 0-$ 123,500	$ 2,300		$ 0- $ 63,500		
23. Film & Tape Rental Expense	$ 314,600		$ 227,500-$ 561,100	$ 294,900		$ 201,800- $ 477,200		
24. PROFIT (Before Federal income tax)	$ 946,000		$ 387,600-$ 1,369,500	$ 1,163,200		$ 707,300- $ 1,411,900		
25. FULLTIME EMPLOYMENT	74		64- 82	74		65- 81		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 21 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 ($3 million - $4 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (51)			PROFIT-ONLY STATIONS (38)			YOUR STATION	
	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		11.76%	(0.29%)- 26.35%		18.04%	7.56%- 31.05%		____%
2. TOTAL TIME SALES	$ 3,972,800	100.0%	$ 3,624,500-$ 4,340,200	$ 4,190,200	100.0%	$ 3,670,700- $ 4,353,400	____	100.0%
From:								
3. Network Compensation	389,300	9.8%	250,700- 586,100	435,800	10.4%	282,500- 637,700	____	____
4. National & Regional Advertisers	1,692,400	42.6%	1,407,300- 1,959,600	1,743,100	41.6%	1,407,900- 1,976,700	____	____
5. Local Advertisers	1,891,100	47.6%	1,547,700- 2,181,500	2,011,300	48.0%	1,413,100- 2,221,000	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,599,500		$ 3,243,000-$ 3,830,700	$ 3,636,000		$ 3,269,400- $ 3,842,400	____	
7. Non Broadcast Revenue	82,000		39,300- 140,400	83,200		41,800- 157,800	____	
8. Trade-outs & Barter	74,700		45,000- 156,100	73,700		43,800- 146,100	____	
9. TOTAL BROADCAST EXPENSE	$ 3,176,200	100.0%	$ 2,584,700-$ 3,619,500	$ 2,980,100	100.0%	$ 2,463,600- $ 3,234,200	____	100.0%
From:								
10. Technical	368,400	11.6%	251,000- 447,400	351,600	11.8%	239,200- 443,900	____	____
11. Program	1,102,100	34.7%	865,500- 1,307,000	1,037,100	34.8%	846,100- 1,128,600	____	____
12. Selling[c]	486,000	15.3%	344,100- 517,400	453,000	15.2%	321,800- 498,200	____	____
13. General & Administrative	1,219,700	38.4%	917,800- 1,497,500	1,138,400	38.2%	855,200- 1,226,600	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,160,300	100.0%	$ 969,400-$ 1,237,100	$ 1,156,400	100.0%	$ 894,600- $ 1,215,600	____	100.0%
From:								
15. Technical	196,100	16.9%	134,400- 263,300	196,600	17.0%	132,900- 271,200	____	____
16. Program	522,100	45.0%	373,500- 567,000	500,700	43.3%	346,900- 553,400	____	____
17. Selling	275,000	23.7%	205,200- 314,700	269,400	23.3%	198,100- 301,800	____	____
18. General & Administrative	167,100	14.4%	119,300- 230,300	189,700	16.4%	123,300- 222,600	____	____
19. Cost of Outside News Service	$ 24,900		$ 17,700-$ 32,200	$ 24,300		$ 17,000- $ 33,300	____	
20. Music License Fees	$ 60,500		$ 48,200-$ 67,400	$ 60,700		$ 47,800- $ 72,300	____	
21. Depreciation & Amortization	$ 310,300		$ 222,500-$ 494,400	$ 269,200		$ 194,600- $ 348,800	____	
22. Interest	$ 20,400		$ 0-$ 198,600	$ 4,800		$ 0- $ 112,400	____	
23. Film & Tape Rental Expense	$ 231,000		$ 159,000-$ 322,700	$ 191,400		$ 145,700- $ 269,100	____	
24. PROFIT (Before Federal income tax)	$ 423,300		$ (9,400)-$ 967,200	$ 655,900		$ 240,200- $ 1,173,500	____	
25. FULLTIME EMPLOYMENT	64		53- 68	63		52- 68	____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

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TABLE 22 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 9 ($2 million - $3 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (57)			PROFIT-ONLY STATIONS (43)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		11.37%	(0.09%)- 25.61%		19.21%	6.59%- 30.04%		%
2. TOTAL TIME SALES	$ 2,834,500	100.0%	$ 2,457,000-$ 3,199,400	$ 2,825,600	100.0%	$ 2,420,000- $ 3,217,700		100.0%
From:								
3. Network Compensation	379,800	13.4%	255,900- 532,000	429,500	15.2%	268,600- 546,800		
4. National & Regional Advertisers	1,201,800	42.4%	849,800- 1,394,600	1,183,900	41.9%	829,200- 1,383,400		
5. Local Advertisers	1,252,900	44.2%	1,023,000- 1,521,200	1,212,200	42.9%	968,700- 1,569,200		
6. TOTAL BROADCAST REVENUE[b]	$ 2,519,800		$ 2,227,900-$ 2,756,500	$ 2,468,900		$ 2,217,500- $ 2,795,800		
7. Non Broadcast Revenue	63,900		37,600- 124,800	62,600		31,500- 124,700		
8. Trade-outs & Barter	69,800		34,500- 87,200	66,100		31,900- 83,200		
9. TOTAL BROADCAST EXPENSE	$ 2,233,300	100.0%	$ 1,812,600-$ 2,656,800	$ 1,994,600	100.0%	$ 1,731,300- $ 2,307,500		100.0%
From:								
10. Technical	285,900	12.8%	206,900- 335,600	265,300	13.3%	190,800- 329,000		
11. Program	721,400	32.3%	520,000- 912,200	654,200	32.8%	438,500- 766,400		
12. Selling[c]	323,800	14.5%	246,900- 376,200	293,200	14.7%	229,300- 348,800		
13. General & Administrative	902,200	40.4%	671,600- 1,121,100	781,900	39.2%	611,600- 931,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 851,500	100.0%	$ 676,100-$ 913,000	$ 793,600	100.0%	$ 671,800- $ 909,300		100.0%
From:								
15. Technical	161,800	19.0%	115,400- 181,200	156,300	19.7%	115,400- 183,600		
16. Program	342,300	40.2%	202,100- 406,300	319,800	40.3%	224,400- 403,400		
17. Selling	206,900	24.3%	156,000- 223,300	189,700	23.9%	150,000- 216,700		
18. General & Administrative	140,500	16.5%	104,700- 179,800	127,800	16.1%	95,600- 176,400		
19. Cost of Outside News Service	$ 14,400		$ 9,500-$ 22,800	$ 15,800		$ 8,900- $ 23,600		
20. Music License Fees	$ 37,100		$ 29,800-$ 45,600	$ 37,100		$ 29,300- $ 46,900		
21. Depreciation & Amortization	$ 219,700		$ 152,000-$ 367,400	$ 216,000		$ 149,000- $ 293,200		
22. Interest	$ 42,400		$ 0-$ 223,100	$ 16,100		$ 0- $ 131,700		
23. Film & Tape Rental Expense	$ 152,700		$ 95,100-$ 234,900	$ 123,300		$ 80,000- $ 182,900		
24. PROFIT (Before Federal income tax)	$ 286,500		$ (1,900)-$ 637,000	$ 474,300		$ 152,600- $ 753,400		
25. FULLTIME EMPLOYMENT	45		40- 52	45		40- 52		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 23 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 10 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (40)*			*PROFIT-ONLY STATIONS (25)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		4.09%	(19.17%)- 13.89%		13.26%	4.42%- 18.58%		%
2. TOTAL TIME SALES	$ 1,470,000	100.0%	$ 1,274,000-$ 1,839,400	$ 1,511,100	100.0%	$ 1,282,800- $ 1,895,100		100.0%
From:								
3. Network Compensation	160,200	10.9%	100,600- 224,200	198,000	13.1%	134,700- 275,800		
4. National & Regional Advertisers	591,000	40.2%	434,100- 771,300	643,700	42.6%	511,400- 831,600		
5. Local Advertisers	718,800	48.9%	542,100- 959,000	669,400	44.3%	538,800- 884,500		
6. TOTAL BROADCAST REVENUE[b]	$ 1,403,400		$ 1,194,400-$ 1,779,100	$ 1,386,300		$ 1,167,200- $ 1,798,300		
7. Non Broadcast Revenue	42,700		22,200- 68,800	39,600		21,600- 64,000		
8. Trade-outs & Barter	40,500		19,600- 66,400	34,900		15,000- 56,100		
9. TOTAL BROADCAST EXPENSE	$ 1,346,000	100.0%	$ 1,072,100-$ 1,872,500	$ 1,202,500	100.0%	$ 974,400- $ 1,540,600		100.0%
From:								
10. Technical	192,500	14.3%	154,500- 276,000	178,000	14.8%	135,300- 235,000		
11. Program	450,900	33.5%	339,000- 568,900	367,900	30.6%	318,200- 512,600		
12. Selling[c]	191,100	14.2%	160,400- 258,500	181,600	15.1%	146,200- 239,600		
13. General & Administrative	511,500	38.0%	391,200- 855,200	475,000	39.5%	362,400- 575,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 485,700	100.0%	$ 467,400-$ 681,100	$ 556,000	100.0%	$ 438,000- $ 638,900		100.0%
From:								
15. Technical	93,300	19.2%	80,100- 135,400	105,600	19.0%	79,100- 120,000		
16. Program	198,200	40.8%	159,200- 286,900	218,000	39.2%	156,500- 292,300		
17. Selling	111,200	22.9%	96,900- 145,500	133,400	24.0%	89,000- 149,500		
18. General & Administrative	83,000	17.1%	76,600- 113,500	99,000	17.8%	66,800- 106,800		
19. Cost of Outside News Service	$ 12,600		$ 7,700-$ 20,600	$ 12,400		$ 8,100- $ 17,900		
20. Music License Fees	$ 22,100		$ 18,600-$ 25,600	$ 22,100		$ 19,200- $ 27,100		
21. Depreciation & Amortization	$ 146,900		$ 78,000-$ 241,000	$ 107,500		$ 75,800- $ 169,000		
22. Interest	$ 36,200		$ 0-$ 185,900	$ 9,800		$ 0- $ 61,900		
23. Film & Tape Rental Expense	$ 80,000		$ 54,200-$ 119,100	$ 71,000		$ 32,300- $ 99,100		
24. PROFIT (Before Federal income tax)	$ 57,400		$ (314,600)-$ 184,000	$ 183,800		$ 79,200- $ 261,300		
25. FULLTIME EMPLOYMENT	33		30- 43	32		28- 41		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 24 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 11 (Under $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (17)			PROFIT-ONLY STATIONS (5)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(10.29%)	(48.85%)- 5.18%					%
2. TOTAL TIME SALES	$ 955,900	100.0%	$ 689,800-$ 1,043,100					100.0%
From:								
3. Network Compensation	91,800	9.6%	30,700- 146,100					
4 National & Regional Advertisers	390,900	40.9%	270,800- 473,200					
5. Local Advertisers	473,200	49.5%	230,100- 528,300					
6. TOTAL BROADCAST REVENUE[b]	$ 873,700		$ 547,300-$ 943,100					
7. Non Broadcast Revenue	28,900		20,500- 35,000					
8. Trade-outs & Barter	41,700		24,500- 100,500					
9. TOTAL BROADCAST EXPENSE	$ 963,600	100.0%	$ 751,400-$ 1,101,600					100.0%
From:								
10. Technical	146,500	15.2%	111,500- 210,400					
11. Program	253,400	26.3%	132,300- 423,000					
12. Selling[c]	136,800	14.2%	59,400- 147,900					
13. General & Administrative	426,900	44.3%	305,200- 414,500					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 406,100	100.0%	$ 304,300-$ 438,300		**SAMPLE INSUFFICIENT TO BE MEANINGFUL**			100.0%
From:								
15. Technical	103,200	25.4%	46,700- 118,000					
16. Program	135,600	33.4%	43,000- 168,300					
17. Selling	86,100	21.2%	31,100- 105,700					
18. General & Administrative	81,200	20.0%	60,600- 110,500					
19. Cost of Outside News Service	$ 9,300		$ 4,000-$ 13,500					
20. Music License Fees	$ 13,500		$ 6,600-$ 16,800					
21. Depreciation & Amortization	$ 81,700		$ 26,900-$ 131,400					
22. Interest	$ 77,400		$ 6,700-$ 202,300					
23. Film & Tape Rental Expense	$ 30,200		$ 10,400 $ 109,400					
24. PROFIT (Before Federal income tax)	$ (89,900)		$ (314,300)-$ 50,800					
25. FULLTIME EMPLOYMENT	28		23- 37					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 25 **AFFILIATE STATIONS NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (369)			PROFIT-ONLY STATIONS (315)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		21.69%	8.17%- 34.96%		25.93%	14.92%- 36.50%		____%
2. TOTAL TIME SALES	$ 5,585,300	100.0%	$ 3,277,000-$ 11,561,200	$ 6,132,000	100.0%	$ 3,793,600- $13,284,200	________	100.0%
From:								
3. Network Compensation	569,700	10.2%	336,400- 962,400	582,500	9.5%	402,300- 1,025,100	________	____
4. National & Regional Advertisers	2,446,400	43.8%	1,260,100- 5,668,200	2,685,800	43.8%	1,477,400- 6,647,400	________	____
5. Local Advertisers	2,569,200	46.0%	1,320,300- 5,128,400	2,863,700	46.7%	1,569,200- 5,574,300	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 4,934,700		$ 2,918,900-$ 10,011,100	$ 5,401,000		$ 3,571,000- $11,733,100	________	
7. Non Broadcast Revenue	111,400		47,800- 204,300	122,200		52,200- 223,800	________	
8. Trade-outs & Barter	104,700		51,100- 219,500	110,500		54,200- 228,500	________	
9. TOTAL BROADCAST EXPENSE	$ 3,864,400	100.0%	$ 2,407,800-$ 7,081,200	$ 4,000,500	100.0%	$ 2,506,200- $ 7,443,100	________	100.0%
From:								
10. Technical	428,900	11.1%	265,300- 743,700	444,000	11.1%	278,400- 800,000	________	____
11. Program	1,426,000	36.9%	772,700- 2,696,700	1,536,200	38.4%	887,900- 3,199,200	________	____
12. Selling[c]	544,900	14.1%	329,900- 954,700	576,100	14.4%	345,000- 1,017,300	________	____
13. General & Administrative	1,464,600	37.9%	894,000- 2,585,500	1,444,200	36.1%	920,700- 2,495,900	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,484,900	100.0%	$ 906,200-$ 2,474,300	$ 1,582,200	100.0%	$ 989,700- $ 2,584,800	________	100.0%
From:								
15. Technical	261,300	17.6%	146,700- 480,100	276,900	17.5%	154,000- 542,900	________	____
16. Program	686,000	46.2%	387,900- 1,206,200	740,500	46.8%	405,100- 1,280,800	________	____
17. Selling	328,200	22.1%	195,200- 476,500	351,200	22.2%	205,600- 506,400	________	____
18. General & Administrative	209,400	14.1%	124,600- 338,100	213,600	13.5%	133,600- 359,100	________	____
19. Cost of Outside News Service	$ 37,900		$ 20,200-$ 72,200	$ 41,400		$ 21,500- $ 82,500	________	
20. Music License Fees	$ 81,400		$ 46,800-$ 151,800	$ 90,700		$ 54,400- $ 180,900	________	
21. Depreciation & Amortization	$ 391,300		$ 224,800-$ 681,600	$ 389,700		$ 234,000- $ 674,900	________	
22. Interest	$ 4,200		$ 0-$ 108,600	$ 400		$ 0- $ 62,700	________	
23. Film & Tape Rental Expense	$ 312,400		$ 151,000-$ 792,600	$ 332,800		$ 163,400- $ 876,200	________	
24. PROFIT (Before Federal income tax)	$ 1,070,300		$ 189,200-$ 3,009,000	$ 1,400,500		$ 555,600- $ 3,734,400	________	
25. FULLTIME EMPLOYMENT	80		53- 111	83		58- 115	________	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 26 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (ADI 1 - 10)

	ALL STATIONS (22)			*PROFIT-ONLY STATIONS (21)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		33.26%	18.43%- 39.86%		34.28%	21.82%- 39.86%		%
2. TOTAL TIME SALES	$ 40,210,100	100.0%	$ 30,967,200-$ 55,184,200	$ 41,656,700	100.0%	$ 31,645,500- $55,184,200		100.0%
From:								
3. Network Compensation	1,809,500	4.5%	1,348,900- 2,295,100	1,791,300	4.3%	1,435,900- 2,295,100		
4. National & Regional Advertisers	23,080,600	57.4%	16,449,300- 31,981,100	24,119,200	57.9%	17,166,600- 31,981,100		
5. Local Advertisers	15,320,000	38.1%	11,643,900- 20,058,700	15,746,200	37.8%	12,564,800- 20,058,700		
6. TOTAL BROADCAST REVENUE[b]	$ 33,411,300		$ 25,934,200-$ 45,102,000	$ 34,141,700		$ 26,322,700- $45,102,000		
7. Non Broadcast Revenue	150,400		64,300- 303,300	154,900		84,500- 303,300		
8. Trade-outs & Barter	601,500		358,800- 1,108,000	611,800		423,800- 1,108,000		
9. TOTAL BROADCAST EXPENSE	$ 22,298,700	100.0%	$ 16,644,600-$ 29,204,500	$ 22,437,900	100.0%	$ 17,468,700- $29,204,500		100.0%
From:								
10. Technical	2,006,900	9.0%	1,399,500- 2,989,400	1,997,000	8.9%	1,435,800- 2,989,400		
11. Program	11,907,500	53.4%	8,467,200- 15,422,600	11,959,400	53.3%	8,635,800- 15,422,600		
12. Selling[c]	2,876,500	12.9%	2,169,300- 4,433,400	2,984,200	13.3%	2,263,600- 4,433,400		
13. General & Administrative	5,507,800	24.7%	4,565,600- 6,760,700	5,497,300	24.5%	4,815,500- 6,760,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 7,703,100	100.0%	$ 6,679,200-$ 10,998,800	$ 7,406,500	100.0%	$ 6,852,700- $11,042,000		100.0%
From:								
15. Technical	1,471,300	19.1%	1,203,400- 2,375,300	1,436,900	19.4%	1,224,100- 2,524,000		
16. Program	4,660,400	60.5%	4,019,800- 5,871,900	4,466,100	60.3%	4,163,200- 5,941,300		
17. Selling	893,500	11.6%	832,800- 1,136,000	851,700	11.5%	855,900- 1,153,900		
18. General & Administrative	677,900	8.8%	540,800- 845,300	651,800	8.8%	580,700- 850,600		
19. Cost of Outside News Service	$ 200,400		$ 130,500-$ 267,000	$ 201,300		$ 134,800- $ 268,300		
20. Music License Fees	$ 541,300		$ 422,300-$ 684,000	$ 554,800		$ 439,400- $ 684,000		
21. Depreciation & Amortization	$ 994,300		$ 818,600-$ 1,237,800	$ 998,100		$ 875,200- $ 1,237,800		
22. Interest	$ 0		$ 0-$ 26,400	$ 0		$ 0- $ 0		
23. Film & Tape Rental Expense	$ 2,250,400		$ 1,315,700-$ 3,280,200	$ 2,485,100		$ 1,511,700- $ 3,280,200		
24. PROFIT (Before Federal income tax)	$ 11,112,600		$ 6,557,200-$ 19,652,200	$ 11,703,800		$ 7,504,500- $19,652,200		
25. FULLTIME EMPLOYMENT	224		198- 290	230		212- 311		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 27 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11 - 20)

	ALL STATIONS (23)			PROFIT-ONLY STATIONS (22)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		39.32%	27.59%- 49.75%		39.85%	28.68%- 50.54%		___%
2. TOTAL TIME SALES	$ 26,695,800	100.0%	$ 21,971,100-$ 33,741,400	$ 27,508,000	100.0%	$ 22,139,600- $33,822,500	___	100.0%
From:								
3. Network Compensation	1,281,400	4.8%	1,004,400- 1,544,700	1,320,400	4.8%	1,025,700- 1,545,400	___	___
4. National & Regional Advertisers	14,122,100	52.9%	12,324,000- 18,430,500	14,579,200	53.0%	12,355,000- 18,463,100	___	___
5. Local Advertisers	11,292,300	42.3%	8,790,600- 13,598,700	11,608,400	42.2%	9,234,700- 14,477,800	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 23,045,900		$ 18,472,500-$ 28,476,300	$ 23,563,800		$ 19,702,100- $28,493,900	___	
7. Non Broadcast Revenue	284,000		79,400- 550,000	316,900		98,300- 612,400	___	
8. Trade-outs & Barter	307,100		120,700- 672,900	358,100		142,600- 690,500	___	
9. TOTAL BROADCAST EXPENSE	$ 13,984,300	100.0%	$ 12,757,400-$ 15,104,800	$ 14,173,600	100.0%	$ 12,857,400- $15,130,700	___	100.0%
From:								
10. Technical	1,356,500	9.7%	1,098,700- 1,747,700	1,389,000	9.8%	1,147,500- 1,803,000	___	___
11. Program	6,628,500	47.4%	5,242,300- 7,614,400	6,817,500	48.1%	5,583,200- 7,796,700	___	___
12. Selling[c]	2,083,700	14.9%	1,258,900- 2,488,300	2,069,400	14.6%	1,353,600- 2,513,600	___	___
13. General & Administrative	3,915,600	28.0%	3,318,300- 4,585,800	3,897,700	27.5%	3,319,900- 4,591,800	___	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 5,018,300	100.0%	$ 4,490,200-$ 6,010,300	$ 5,130,400	100.0%	$ 4,540,200- $ 6,068,200	___	100.0%
From:								
15. Technical	1,048,800	20.9%	785,100- 1,274,200	1,077,400	21.0%	798,400- 1,343,500	___	___
16. Program	2,735,000	54.5%	2,264,600- 3,180,900	2,780,700	54.2%	2,400,500- 3,281,400	___	___
17. Selling	727,700	14.5%	637,300- 938,500	743,900	14.5%	643,800- 1,022,300	___	___
18. General & Administrative	506,800	10.1%	391,800- 696,600	528,400	10.3%	399,300- 731,900	___	___
19. Cost of Outside News Service	$ 123,100		$ 90,300-$ 185,700	$ 124,300		$ 91,200- $ 193,000	___	
20. Music License Fees	$ 370,700		$ 299,000-$ 435,100	$ 371,300		$ 303,400- $ 438,200	___	
21. Depreciation & Amortization	$ 890,500		$ 700,500-$ 1,015,100	$ 903,200		$ 719,100- $ 1,030,800	___	
22. Interest	$ 0		$ 0-$ 5,400	$ 0		$ 0- $ 12,100	___	
23. Film & Tape Rental Expense	$ 1,781,400		$ 1,209,400-$ 2,567,500	$ 1,910,100		$ 1,265,000- $ 2,567,500	___	
24. PROFIT (Before Federal income tax)	$ 9,061,600		$ 5,747,200-$ 14,167,300	$ 9,390,200		$ 5,761,200- $14,589,600	___	
25. FULLTIME EMPLOYMENT	181		158- 214	181		162- 215	___	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 28 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (ADI 21 - 30)

	ALL STATIONS (21)			*PROFIT-ONLY STATIONS (19)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		32.58%	15.58%- 45.45%		33.52%	17.14%- 45.77%		%
2. TOTAL TIME SALES	$ 16,760,500	100.0%	$ 13,885,000-$ 19,537,900	$ 17,717,600	100.0%	$ 14,231,000- $20,121,000		100.0%
From:								
3. Network Compensation	905,100	5.4%	759,500- 1,108,700	1,027,600	5.8%	813,300- 1,125,000		
4. National & Regional Advertisers	9,134,500	54.5%	6,727,000- 11,085,400	9,602,900	54.2%	6,806,600- 11,473,800		
5. Local Advertisers	6,720,900	40.1%	5,679,900- 7,721,000	7,087,100	40.0%	5,788,700- 7,822,000		
6. TOTAL BROADCAST REVENUE[b]	$ 14,770,600		$ 12,333,300-$ 16,674,100	$ 14,851,600		$ 12,933,500- $17,343,400		
7. Non Broadcast Revenue	250,400		114,600- 447,100	270,700		128,600- 491,900		
8. Trade-outs & Barter	184,100		131,600- 379,600	184,100		131,700- 375,200		
9. TOTAL BROADCAST EXPENSE	$ 9,958,300	100.0%	$ 7,357,400-$ 11,184,900	$ 9,873,300	100.0%	$ 7,443,100- $11,073,700		100.0%
From:								
10. Technical	1,035,700	10.4%	750,900- 1,279,200	987,300	10.0%	763,400- 1,290,100		
11. Program	4,550,900	45.7%	3,161,500- 4,948,800	4,699,700	47.6%	3,308,400- 5,035,500		
12. Selling[c]	1,384,200	13.9%	981,600- 1,508,100	1,332,900	13.5%	1,155,800- 1,581,000		
13. General & Administrative	2,987,500	30.0%	2,251,800- 3,543,400	2,853,400	28.9%	2,429,700- 3,354,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,659,800	100.0%	$ 2,610,600-$ 4,026,800	$ 3,628,500	100.0%	$ 2,634,400- $ 4,062,000		100.0%
From:								
15. Technical	761,200	20.8%	465,200- 913,600	754,700	20.8%	540,000- 943,100		
16. Program	1,895,800	51.8%	1,270,100- 2,284,900	1,872,300	51.6%	1,274,300- 2,327,400		
17. Selling	629,500	17.2%	463,500- 680,800	635,000	17.5%	564,900- 682,100		
18. General & Administrative	373,300	10.2%	239,800- 433,300	366,500	10.1%	246,800- 424,000		
19. Cost of Outside News Service	$ 94,700		$ 77,700-$ 106,500	$ 94,700		$ 81,800- $ 106,900		
20. Music License Fees	$ 247,800		$ 197,900-$ 265,600	$ 247,800		$ 214,100- $ 265,800		
21. Depreciation & Amortization	$ 669,700		$ 518,200-$ 866,800	$ 669,700		$ 518,300- $ 828,100		
22. Interest	$ 0		$ 0-$ 222,400	$ 0		$ 0- $ 17,500		
23. Film & Tape Rental Expense	$ 1,236,300		$ 903,600-$ 1,724,500	$ 1,236,300		$ 914,200- $ 1,778,300		
24. PROFIT (Before Federal income tax)	$ 4,812,300		$ 1,655,800-$ 6,557,200	$ 4,978,300		$ 2,113,400- $ 6,627,900		
25. FULLTIME EMPLOYMENT	135		114- 158	135		112- 162		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 29 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (ADI 31 - 40)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (27)*			*PROFIT-ONLY STATIONS (24)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		33.32%	21.53%- 36.98%		34.99%	25.51%- 38.16%		____%
2. TOTAL TIME SALES	$ 12,303,200	100.0%	$ 9,420,000-$ 14,694,400	$ 12,940,800	100.0%	$ 11,072,700- $14,740,800	______	100.0%
From:								
3. Network Compensation	1,045,800	8.5%	674,100- 1,213,800	1,061,100	8.2%	828,800- 1,224,600	______	______
4. National & Regional Advertisers	6,569,900	53.4%	4,407,500- 7,769,200	6,910,400	53.4%	5,422,700- 7,916,800	______	______
5. Local Advertisers	4,687,500	38.1%	3,946,600- 6,294,400	4,969,300	38.4%	4,252,900- 6,446,600	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 10,672,900		$ 8,005,800-$ 12,117,200	$ 10,905,900		$ 9,339,200- $12,262,900	______	
7. Non Broadcast Revenue	157,500		82,000- 255,800	168,400		90,600- 250,800	______	
8. Trade-outs & Barter	189,700		113,500- 325,600	183,800		115,900- 310,400	______	
9. TOTAL BROADCAST EXPENSE	$ 7,116,700	100.0%	$ 5,874,400-$ 8,623,000	$ 7,089,900	100.0%	$ 5,900,100- $ 8,756,200	______	100.0%
From:								
10. Technical	725,900	10.2%	533,900- 923,800	716,100	10.1%	540,700- 843,600	______	______
11. Program	2,953,400	41.5%	2,325,100- 3,494,400	3,048,700	43.0%	2,506,400- 3,603,600	______	______
12. Selling[c]	989,200	13.9%	816,000- 1,102,100	978,400	13.8%	808,200- 1,065,300	______	______
13. General & Administrative	2,448,200	34.4%	1,894,600- 2,934,000	2,346,700	33.1%	1,894,700- 2,901,100	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,537,000	100.0%	$ 2,221,200-$ 2,921,600	$ 2,542,200	100.0%	$ 2,259,700- $ 2,993,400	______	100.0%
From:								
15. Technical	520,100	20.5%	342,500- 675,500	518,600	20.4%	372,600- 657,200	______	______
16. Program	1,212,700	47.8%	1,008,800- 1,529,300	1,230,400	48.4%	1,045,700- 1,549,600	______	______
17. Selling	487,100	19.2%	396,400- 518,500	483,000	19.0%	399,800- 520,700	______	______
18. General & Administrative	317,100	12.5%	224,400- 372,300	310,200	12.2%	230,300- 363,700	______	______
19. Cost of Outside News Service	$ 66,500		$ 58,200-$ 94,700	$ 71,600		$ 60,200- $ 96,600	______	
20. Music License Fees	$ 167,500		$ 127,600-$ 205,100	$ 186,500		$ 148,100- $ 216,400	______	
21. Depreciation & Amortization	$ 594,400		$ 351,600-$ 977,200	$ 565,100		$ 337,800- $ 821,700	______	
22. Interest	$ 800		$ 0-$ 114,500	$ 400		$ 0- $ 74,500	______	
23. Film & Tape Rental Expense	$ 958,000		$ 604,100-$ 1,082,300	$ 971,600		$ 659,600- $ 1,082,300	______	
24. PROFIT (Before Federal income tax)	$ 3,556,200		$ 1,621,400-$ 4,883,900	$ 3,816,000		$ 2,437,900- $ 4,915,300	______	
25. FULLTIME EMPLOYMENT	111		102- 123	111		103- 129	______	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 30 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (ADI 41 - 50)

	ALL STATIONS (28)			PROFIT-ONLY STATIONS (27)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		26.95%	10.47%- 46.21%		27.59%	11.44%- 46.40%		____%
2. TOTAL TIME SALES	$ 11,011,600	100.0%	$ 7,584,700-$ 13,779,100	$ 11,087,000	100.0%	$ 7,892,000- $14,273,900	____	100.0%
From:								
3. Network Compensation	715,800	6.5%	579,400- 1,295,300	742,800	6.7%	576,500- 1,329,000	____	____
4. National & Regional Advertisers	4,834,100	43.9%	2,883,100- 6,247,800	4,922,600	44.4%	3,043,000- 6,331,000	____	____
5. Local Advertisers	5,461,700	49.6%	3,640,900- 6,934,600	5,421,600	48.9%	3,708,200- 7,016,400	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 9,545,600		$ 6,562,500-$ 12,388,300	$ 9,588,100		$ 6,868,200- $12,421,500	____	
7. Non Broadcast Revenue	158,900		88,600- 301,600	163,600		91,400- 313,100	____	
8. Trade-outs & Barter	196,800		127,200- 307,200	182,700		113,100- 287,300	____	
9. TOTAL BROADCAST EXPENSE	$ 6,973,100	100.0%	$ 4,882,300-$ 8,764,300	$ 6,942,700	100.0%	$ 4,969,800- $ 9,225,000	____	100.0%
From:								
10. Technical	718,200	10.3%	455,700- 859,800	715,100	10.3%	462,400- 882,100	____	____
11. Program	2,963,600	42.5%	1,866,000- 3,791,400	2,950,600	42.5%	1,906,800- 3,924,700	____	____
12. Selling[c]	962,300	13.8%	583,600- 1,143,600	958,100	13.8%	596,900- 1,179,800	____	____
13. General & Administrative	2,329,000	33.4%	1,673,200- 2,768,800	2,318,900	33.4%	1,675,600- 2,919,900	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,708,700	100.0%	$ 1,789,600-$ 2,954,800	$ 2,666,800	100.0%	$ 1,870,800- $ 2,974,300	____	100.0%
From:								
15. Technical	476,700	17.6%	284,900- 625,500	466,700	17.5%	298,200- 627,000	____	____
16. Program	1,308,300	48.3%	819,600- 1,447,700	1,282,700	48.1%	831,300- 1,502,300	____	____
17. Selling	582,400	21.5%	375,200- 578,700	557,400	20.9%	378,400- 578,900	____	____
18. General & Administrative	341,300	12.6%	176,000- 411,600	360,000	13.5%	181,600- 420,500	____	____
19. Cost of Outside News Service	$ 70,100		$ 55,000-$ 100,600	$ 70,000		$ 52,800- $ 100,100	____	
20. Music License Fees	$ 150,000		$ 102,400-$ 194,200	$ 151,100		$ 103,100- $ 200,600	____	
21. Depreciation & Amortization	$ 568,200		$ 340,900-$ 749,800	$ 581,200		$ 353,000- $ 782,900	____	
22. Interest	$ 5,100		$ 0-$ 5,600	$ 4,900		$ 0- $ 36,400	____	
23. Film & Tape Rental Expense	$ 704,600		$ 552,800-$ 824,900	$ 710,500		$ 559,000- $ 835,100	____	
24. PROFIT (Before Federal income tax)	$ 2,572,500		$ 799,900-$ 4,467,400	$ 2,645,400		$ 850,500- $ 4,566,400	____	
25. FULLTIME EMPLOYMENT	107		91- 134	107		92- 136	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 31 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (ADI 51 - 60)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (23)			PROFIT-ONLY STATIONS (20)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		24.73%	11.68%- 35.50%		25.24%	16.08%- 36.93%		___%
2. TOTAL TIME SALES	$ 8,302,700	100.0%	$ 6,203,000-$ 9,239,600	$ 8,303,000	100.0%	$ 6,489,700- $ 9,146,500		100.0%
From:								
3. Network Compensation	639,300	7.7%	460,800- 814,100	631,000	7.6%	480,900- 806,000		
4. National & Regional Advertisers	3,669,800	44.2%	2,448,200- 3,927,200	3,545,400	42.7%	2,925,800- 3,789,900		
5. Local Advertisers	3,993,600	48.1%	2,428,400- 4,542,100	4,126,600	49.7%	2,861,600- 4,567,400		
6. TOTAL BROADCAST REVENUE[b]	$ 7,056,400		$ 5,247,300-$ 8,067,400	$ 7,064,200		$ 5,595,800- $ 8,008,500		
7. Non Broadcast Revenue	160,100		99,300- 260,600	196,100		129,400- 261,000		
8. Trade-outs & Barter	130,800		75,900- 268,100	118,600		69,100- 262,000		
9. TOTAL BROADCAST EXPENSE	$ 5,311,400	100.0%	$ 3,707,400-$ 5,529,300	$ 5,281,200	100.0%	$ 3,944,900- $ 5,516,700		100.0%
From:								
10. Technical	531,100	10.0%	325,200- 560,600	512,300	9.7%	336,100- 518,900		
11. Program	2,129,900	40.1%	1,391,200- 2,458,400	2,128,300	40.3%	1,453,500- 2,489,300		
12. Selling[c]	844,500	15.9%	459,400- 837,700	808,000	15.3%	542,900- 825,300		
13. General & Administrative	1,805,900	34.0%	1,179,600- 1,796,600	1,832,600	34.7%	1,319,300- 1,790,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,122,300	100.0%	$ 1,446,000-$ 2,168,700	$ 2,091,000	100.0%	$ 1,483,100- $ 2,092,900		100.0%
From:								
15. Technical	333,200	15.7%	152,400- 373,000	326,200	15.6%	205,400- 370,100		
16. Program	1,037,800	48.9%	582,300- 1,108,800	1,024,600	49.0%	623,200- 1,036,700		
17. Selling	483,900	22.8%	303,900- 473,000	478,800	22.9%	311,800- 469,300		
18. General & Administrative	267,400	12.6%	171,600- 260,400	261,400	12.5%	179,300- 252,800		
19. Cost of Outside News Service	$ 47,400		$ 29,100-$ 65,200	$ 49,900		$ 32,500- $ 64,300		
20. Music License Fees	$ 108,400		$ 88,400-$ 121,400	$ 109,100		$ 95,100- $ 119,200		
21. Depreciation & Amortization	$ 374,100		$ 290,300-$ 492,300	$ 380,100		$ 295,900- $ 470,200		
22. Interest	$ 31,600		$ 0-$ 177,000	$ 8,800		$ 0- $ 95,500		
23. Film & Tape Rental Expense	$ 500,100		$ 325,900-$ 690,300	$ 577,400		$ 465,000- $ 692,000		
24. PROFIT (Before Federal income tax)	$ 1,745,000		$ 439,900-$ 3,042,600	$ 1,783,000		$ 900,200- $ 3,075,000		
25. FULLTIME EMPLOYMENT	88		74- 108	88		79- 104		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 32 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (ADI 61 - 75)

	ALL STATIONS (38)			*PROFIT-ONLY STATIONS (34)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		24.83%	13.01%- 32.04%		26.16%	16.92%- 32.98%		%
2. TOTAL TIME SALES	$ 6,437,000	100.0%	$ 5,406,900-$ 8,154,000	$ 6,437,000	100.0%	$ 5,360,800- $ 8,325,100		100.0%
From:								
3. Network Compensation	560,000	8.7%	414,900- 777,000	540,700	8.4%	414,900- 843,500		
4. National & Regional Advertisers	3,115,500	48.4%	2,299,800- 3,965,400	3,038,300	47.2%	2,239,400- 4,011,600		
5. Local Advertisers	2,761,500	42.9%	2,195,700- 3,706,100	2,858,000	44.4%	2,118,300- 3,706,100		
6. TOTAL BROADCAST REVENUE[b]	$ 5,517,800		$ 4,651,400-$ 7,024,900	$ 5,594,300		$ 4,584,900- $ 7,222,300		
7. Non Broadcast Revenue	107,100		62,500- 203,000	107,800		62,500- 203,000		
8. Trade-outs & Barter	78,300		59,800- 135,300	73,500		57,400- 107,500		
9. TOTAL BROADCAST EXPENSE	$ 4,147,700	100.0%	$ 3,456,500-$ 5,655,100	$ 4,130,800	100.0%	$ 3,410,100- $ 5,224,900		100.0%
From:								
10. Technical	456,200	11.0%	401,800- 651,700	454,400	11.0%	383,500- 667,700		
11. Program	1,708,900	41.2%	1,461,800- 2,252,400	1,763,900	42.7%	1,313,500- 2,181,500		
12. Selling[c]	530,900	12.8%	415,000- 705,100	528,700	12.8%	369,500- 732,900		
13. General & Administrative	1,451,700	35.0%	1,046,700- 1,896,400	1,383,800	33.5%	929,800- 1,806,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,627,000	100.0%	$ 1,445,100-$ 2,138,900	$ 1,680,200	100.0%	$ 1,389,400- $ 2,138,900		100.0%
From:								
15. Technical	318,900	19.6%	225,000- 456,700	309,200	18.4%	204,000- 453,400		
16. Program	818,400	50.3%	723,800- 1,090,600	861,900	51.3%	645,700- 1,062,900		
17. Selling	291,200	17.9%	259,300- 409,100	310,800	18.5%	240,100- 421,200		
18. General & Administrative	198,500	12.2%	152,000- 316,200	198,300	11.8%	147,900- 296,700		
19. Cost of Outside News Service	$ 42,900		$ 28,100-$ 62,000	$ 41,300		$ 26,900- $ 63,800		
20. Music License Fees	$ 91,600		$ 71,100-$ 119,900	$ 97,400		$ 74,200- $ 124,600		
21. Depreciation & Amortization	$ 385,400		$ 281,000-$ 620,000	$ 377,000		$ 269,100- $ 543,000		
22. Interest	$ 0		$ 0-$ 52,700	$ 0		$ 0- $ 4,200		
23. Film & Tape Rental Expense	$ 430,700		$ 307,300-$ 665,600	$ 397,100		$ 302,500- $ 583,700		
24. PROFIT (Before Federal income tax)	$ 1,370,100		$ 642,600-$ 2,093,900	$ 1,463,500		$ 849,800- $ 2,121,900		
25. FULLTIME EMPLOYMENT	87		75- 106	90		72- 108		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 33 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (ADI 76 - 100)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (48)*			*PROFIT-ONLY STATIONS (43)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		16.27%	6.89%- 29.91%		17.82%	11.76%- 32.19%		____%
2. TOTAL TIME SALES	$ 4,871,400	100.0%	$ 4,048,800-$ 5,867,000	$ 4,950,000	100.0%	$ 4,088,200- $ 6,000,300		100.0%
From:								
3. Network Compensation	428,700	8.8%	338,900- 657,000	435,600	8.8%	342,600- 658,500		
4. National & Regional Advertisers	2,177,500	44.7%	1,679,500- 2,835,300	2,197,800	44.4%	1,672,000- 2,835,600		
5. Local Advertisers	2,265,200	46.5%	1,676,300- 2,798,000	2,316,600	46.8%	1,696,100- 2,864,000		
6. TOTAL BROADCAST REVENUE[b]	$ 4,204,100		$ 3,732,500-$ 5,121,600	$ 4,412,900		$ 3,823,600- $ 5,331,300		
7. Non Broadcast Revenue	96,100		52,900- 143,800	105,500		55,700- 151,000		
8. Trade-outs & Barter	125,600		69,700- 168,600	104,200		63,000- 166,400		
9. TOTAL BROADCAST EXPENSE	$ 3,520,100	100.0%	$ 2,862,700-$ 4,334,900	$ 3,626,500	100.0%	$ 2,639,400- $ 4,263,200		100.0%
From:								
10. Technical	433,000	12.3%	317,000- 566,500	438,800	12.1%	316,100- 561,700		
11. Program	1,270,800	36.1%	956,300- 1,386,600	1,298,300	35.8%	948,400- 1,380,200		
12. Selling[c]	517,400	14.7%	387,200- 610,600	544,000	15.0%	367,900- 602,800		
13. General & Administrative	1,298,900	36.9%	977,500- 1,583,900	1,345,400	37.1%	920,700- 1,510,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,310,500	100.0%	$ 1,100,800-$ 1,694,900	$ 1,407,600	100.0%	$ 1,027,900- $ 1,710,000		100.0%
From:								
15. Technical	246,400	18.8%	168,000- 345,500	256,200	18.2%	168,000- 332,700		
16. Program	588,400	44.9%	435,800- 701,400	630,600	44.8%	429,200- 698,200		
17. Selling	302,700	23.1%	215,900- 365,600	332,200	23.6%	214,100- 368,000		
18. General & Administrative	173,000	13.2%	121,900- 302,400	188,600	13.4%	122,900- 298,700		
19. Cost of Outside News Service	$ 29,600		$ 22,600-$ 41,200	$ 29,700		$ 22,200- $ 41,400		
20. Music License Fees	$ 65,700		$ 59,200-$ 84,400	$ 68,800		$ 59,000- $ 84,500		
21. Depreciation & Amortization	$ 335,200		$ 225,600-$ 434,500	$ 330,300		$ 222,500- $ 409,800		
22. Interest	$ 18,000		$ 0-$ 85,900	$ 10,500		$ 0- $ 65,200		
23. Film & Tape Rental Expense	$ 253,900		$ 195,700-$ 319,100	$ 250,800		$ 195,500- $ 318,900		
24. PROFIT (Before Federal income tax)	$ 684,000		$ 234,300-$ 1,310,800	$ 786,400		$ 413,300- $ 1,414,900		
25. FULLTIME EMPLOYMENT	70		63- 84	71		63- 84		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 34 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 9 (ADI 101 - 125)

	ALL STATIONS (55)			PROFIT-ONLY STATIONS (40)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		17.84%	(1.16%)- 29.64%		24.86%	17.34%- 32.28%		___%
2. TOTAL TIME SALES	$ 4,251,700	100.0%	$ 3,186,400-$ 5,321,900	$ 4,299,000	100.0%	$ 3,319,100- $ 5,332,700		100.0%
From:								
3. Network Compensation	378,400	8.9%	262,500- 691,200	511,600	11.9%	290,300- 738,700		
4. National & Regional Advertisers	1,568,900	36.9%	1,163,600- 1,982,700	1,612,100	37.5%	1,230,200- 2,107,000		
5. Local Advertisers	2,304,400	54.2%	1,271,700- 2,600,700	2,175,300	50.6%	1,398,600- 2,571,900		
6. TOTAL BROADCAST REVENUE[b]	$ 3,760,500		$ 2,758,700-$ 4,704,300	$ 3,837,200		$ 2,957,500- $ 4,795,200		
7. Non Broadcast Revenue	79,800		39,300- 157,800	75,000		39,500- 171,900		
8. Trade-outs & Barter	76,600		31,900- 135,300	78,100		34,900- 136,400		
9. TOTAL BROADCAST EXPENSE	$ 3,089,600	100.0%	$ 2,377,200-$ 3,625,700	$ 2,883,300	100.0%	$ 2,372,100- $ 3,472,400		100.0%
From:								
10. Technical	284,200	9.2%	214,100- 364,400	271,000	9.4%	213,600- 356,500		
11. Program	1,140,100	36.9%	761,600- 1,386,500	1,035,100	35.9%	764,000- 1,313,000		
12. Selling[c]	429,500	13.9%	324,800- 570,500	435,400	15.1%	328,100- 554,100		
13. General & Administrative	1,235,800	40.0%	822,200- 1,540,200	1,141,800	39.6%	797,900- 1,413,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,127,400	100.0%	$ 841,300-$ 1,473,500	$ 1,110,600	100.0%	$ 844,100- $ 1,504,200		100.0%
From:								
15. Technical	172,500	15.3%	113,200- 210,700	171,000	15.4%	121,700- 206,300		
16. Program	536,600	47.6%	391,000- 654,300	508,700	45.8%	384,800- 657,400		
17. Selling	258,200	22.9%	192,700- 331,300	259,900	23.4%	198,100- 319,200		
18. General & Administrative	160,100	14.2%	120,100- 232,800	171,000	15.4%	127,200- 233,900		
19. Cost of Outside News Service	$ 22,800		$ 14,800-$ 37,300	$ 24,700		$ 16,000- $ 38,400		
20. Music License Fees	$ 56,800		$ 41,600-$ 80,500	$ 60,200		$ 44,900- $ 81,400		
21. Depreciation & Amortization	$ 408,600		$ 211,500-$ 588,600	$ 349,800		$ 176,500- $ 491,800		
22. Interest	$ 38,500		$ 0-$ 236,700	$ 12,000		$ 0- $ 80,100		
23. Film & Tape Rental Expense	$ 227,700		$ 156,100-$ 310,300	$ 200,700		$ 156,500- $ 267,400		
24. PROFIT (Before Federal income tax)	$ 670,900		$ (28,600)-$ 1,294,900	$ 953,900		$ 526,600- $ 1,442,400		
25. FULLTIME EMPLOYMENT	64		51- 76	65		53- 77		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 35 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 10 (ADI 126 - 150)

REVENUE AND EXPENSE ITEMS *Line No.*	*ALL STATIONS (39)* *Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*PROFIT-ONLY STATIONS (33)* *Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*YOUR STATION* *Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		17.74%	4.78%- 26.84%		21.42%	12.08%- 29.26%		____ %
2. TOTAL TIME SALES	$ 3,040,000	100.0%	$ 2,276,100-$ 4,346,400	$ 3,071,300	100.0%	$ 2,288,800- $ 4,597,600	____	100.0%
From:								
3. Network Compensation	440,800	14.5%	244,800- 620,900	439,200	14.3%	251,300- 636,400	____	____
4. National & Regional Advertisers	1,276,800	42.0%	826,000- 1,605,300	1,231,600	40.1%	831,600- 1,621,800	____	____
5. Local Advertisers	1,322,400	43.5%	962,400- 1,794,400	1,400,500	45.6%	917,800- 2,018,300	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,615,500		$ 1,985,500-$ 3,927,300	$ 2,700,800		$ 2,045,100- $ 4,179,700	____	
7. Non Broadcast Revenue	72,400		48,200- 142,500	72,400		47,100- 163,300	____	
8. Trade-outs & Barter	54,600		34,400- 78,000	54,600		34,300- 78,400	____	
9. TOTAL BROADCAST EXPENSE	$ 2,151,500	100.0%	$ 1,740,200-$ 2,925,800	$ 2,122,300	100.0%	$ 1,760,400- $ 2,899,200	____	100.0%
From:								
10. Technical	247,400	11.5%	202,700- 318,300	258,900	12.2%	200,700- 325,700	____	____
11. Program	684,200	31.8%	546,100- 934,900	670,700	31.6%	546,900- 929,700	____	____
12. Selling[c]	329,200	15.3%	197,300- 429,100	324,700	15.3%	194,900- 444,400	____	____
13. General & Administrative	890,700	41.4%	701,800- 1,255,900	868,000	40.9%	692,600- 1,250,500	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 842,900	100.0%	$ 651,300-$ 1,092,600	$ 881,300	100.0%	$ 671,400- $ 1,162,600	____	100.0%
From:								
15. Technical	145,000	17.2%	115,900- 199,800	154,200	17.5%	118,100- 208,200	____	____
16. Program	379,300	45.0%	242,000- 486,500	394,800	44.8%	247,400- 502,700	____	____
17. Selling	191,300	22.7%	127,100- 267,000	200,100	22.7%	130,300- 275,800	____	____
18. General & Administrative	127,300	15.1%	106,500- 192,100	132,200	15.0%	111,000- 192,800	____	____
19. Cost of Outside News Service	$ 19,600		$ 12,200-$ 30,300	$ 19,600		$ 12,100- $ 29,900	____	
20. Music License Fees	$ 44,700		$ 29,600-$ 66,600	$ 45,300		$ 29,700- $ 70,900	____	
21. Depreciation & Amortization	$ 222,600		$ 149,000-$ 294,100	$ 225,800		$ 150,800- $ 292,400	____	
22. Interest	$ 26,000		$ 0-$ 138,000	$ 26,000		$ 0- $ 131,600	____	
23. Film & Tape Rental Expense	$ 133,100		$ 84,000-$ 174,600	$ 133,100		$ 80,100- $ 175,100	____	
24. PROFIT (Before Federal income tax)	$ 464,000		$ 108,400-$ 1,089,400	$ 578,500		$ 202,700- $ 1,179,300	____	
25. FULLTIME EMPLOYMENT	49		38- 64	52		40- 64	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 36 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 11 (ADI 151 - 175)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (19)				PROFIT-ONLY STATIONS (13)				YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3		Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6		Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		7.34%	(3.37%)-	35.10%		33.63%	5.31%-	37.13%		%
2. TOTAL TIME SALES	$ 2,081,300	100.0%	$ 1,511,100-	$ 2,747,900	$ 2,420,000	100.0%	$ 1,857,800-	$ 3,219,600		100.0%
From:										
3. Network Compensation	360,100	17.3%	135,000-	521,500	421,100	17.4%	290,700-	543,400		
4. National & Regional Advertisers	824,200	39.6%	596,000-	1,178,900	934,100	38.6%	673,000-	1,326,800		
5. Local Advertisers	897,000	43.1%	531,800-	1,229,800	1,064,800	44.0%	668,500-	1,441,500		
6. TOTAL BROADCAST REVENUE[b]	$ 1,902,700		$ 1,357,600-	$ 2,601,200	$ 2,332,200		$ 1,676,800-	$ 2,960,600		
7. Non Broadcast Revenue	36,400		22,000-	63,300	39,600		20,000-	90,900		
8. Trade-outs & Barter	35,100		12,600-	60,200	34,800		12,600-	42,600		
9. TOTAL BROADCAST EXPENSE	$ 1,763,000	100.0%	$ 1,127,000-	$ 2,308,500	$ 1,547,900	100.0%	$ 1,275,400-	$ 2,277,300		100.0%
From:										
10. Technical	227,400	12.9%	146,400-	272,700	202,800	13.1%	150,500-	270,300		
11. Program	530,700	30.1%	362,900-	677,500	433,400	28.0%	351,500-	654,000		
12. Selling[c]	273,300	15.5%	164,300-	300,400	269,300	17.4%	190,200-	341,700		
13. General & Administrative	731,600	41.5%	407,400-	949,500	642,400	41.5%	473,300-	924,800		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 711,700	100.0%	$ 401,200-	$ 881,100	$ 676,800	100.0%	$ 587,900-	$ 930,100		100.0%
From:										
15. Technical	119,600	16.8%	79,000-	145,600	108,300	16.0%	84,300-	153,500		
16. Program	303,900	42.7%	178,900-	362,700	268,700	39.7%	189,600-	383,100		
17. Selling	178,600	25.1%	75,200-	191,800	179,300	26.5%	134,000-	208,100		
18. General & Administrative	109,600	15.4%	74,400-	190,000	120,500	17.8%	58,700-	222,300		
19. Cost of Outside News Service	$ 12,400		$ 6,600-	$ 24,800	$ 8,400		$ 6,500-	$ 19,500		
20. Music License Fees	$ 24,000		$ 22,100-	$ 50,000	$ 32,500		$ 23,000-	$ 51,700		
21. Depreciation & Amortization	$ 182,800		$ 120,000-	$ 260,800	$ 233,900		$ 141,500-	$ 304,100		
22. Interest	$ 10,400		$ 0-	$ 314,400	$ 4,500		$ 0-	$ 136,800		
23. Film & Tape Rental Expense	$ 80,100		$ 30,800-	$ 108,500	$ 60,300		$ 28,900-	$ 105,000		
24. PROFIT (Before Federal income tax)	$ 139,700		$ (43,612)-	$ 837,700	$ 784,300		$ 143,500-	$ 916,500		
25. FULLTIME EMPLOYMENT	39		31-	51	44		31-	54		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 37 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 12 (ADI 176 & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (26)			PROFIT-ONLY STATIONS (19)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		9.38%	(2.71%)- 15.15%		13.26%	8.18%- 21.29%		____%
2. TOTAL TIME SALES	$ 1,362,100	100.0%	$ 1,043,100-$ 2,340,600	$ 1,666,000	100.0%	$ 1,194,500- $ 2,501,300	______	100.0%
From:								
3. Network Compensation	175,700	12.9%	93,000- 307,200	209,900	12.6%	140,000- 376,700	______	____
4. National & Regional Advertisers	543,500	39.9%	377,500- 937,900	731,400	43.9%	483,200- 1,383,400	______	____
5. Local Advertisers	642,900	47.2%	424,600- 1,034,700	724,700	43.5%	542,100- 1,112,200	______	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,281,000		$ 963,600-$ 2,095,400	$ 1,548,000		$ 1,055,800- $ 2,315,400	______	
7. Non Broadcast Revenue	33,000		18,800- 52,100	31,100		18,500- 63,300	______	
8. Trade-outs & Barter	40,300		19,500- 66,000	35,200		17,800- 61,500	______	
9. TOTAL BROADCAST EXPENSE	$ 1,160,800	100.0%	$ 883,700-$ 1,849,800	$ 1,342,700	100.0%	$ 901,900- $ 1,869,400	______	100.0%
From:								
10. Technical	170,700	14.7%	119,300- 261,500	201,400	15.0%	128,400- 264,700	______	____
11. Program	369,100	31.8%	283,500- 508,000	412,200	30.7%	321,200- 538,700	______	____
12. Selling[c]	166,000	14.3%	135,000- 252,500	192,000	14.3%	136,300- 264,200	______	____
13. General & Administrative	455,000	39.2%	366,400- 838,600	537,100	40.0%	376,100- 703,500	______	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 460,900	100.0%	$ 383,000-$ 709,000	$ 502,800	100.0%	$ 400,200- $ 734,900	______	100.0%
From:								
15. Technical	89,400	19.4%	54,500- 141,700	98,500	19.6%	70,800- 148,200	______	____
16. Program	179,800	39.0%	138,400- 310,800	190,600	37.9%	154,400- 313,000	______	____
17. Selling	115,200	25.0%	75,100- 168,800	127,700	25.4%	78,200- 179,800	______	____
18. General & Administrative	76,500	16.6%	65,000- 112,700	86,000	17.1%	70,100- 118,600	______	____
19. Cost of Outside News Service	$ 11,500		$ 7,600-$ 20,700	$ 12,500		$ 7,200- $ 20,400	______	
20. Music License Fees	$ 22,000		$ 16,200-$ 30,100	$ 26,000		$ 18,300- $ 31,000	______	
21. Depreciation & Amortization	$ 118,400		$ 70,400-$ 179,200	$ 110,800		$ 76,400- $ 178,000	______	
22. Interest	$ 6,400		$ 0-$ 191,000	$ 3,600		$ 0- $ 81,800	______	
23. Film & Tape Rental Expense	$ 64,400		$ 25,800-$ 94,500	$ 68,800		$ 21,800- $ 90,600	______	
24. PROFIT (Before Federal income tax)	$ 120,200		$ (35,400)-$ 271,400	$ 205,300		$ 99,000- $ 301,500	______	
25. FULLTIME EMPLOYMENT	35		29- 42	35		28- 42	______	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 38 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($25 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (27)			PROFIT-ONLY STATIONS (27)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		38.84%	30.16%- 49.75%					____%
2. TOTAL TIME SALES	$ 38,763,500	100.0%	$ 33,585,300-$ 53,364,800				____	100.0%
From:								
3. Network Compensation	1,628,100	4.2%	1,192,800- 2,260,900				____	____
4. National & Regional Advertisers	20,699,700	53.4%	18,202,000- 31,841,800				____	____
5. Local Advertisers	16,435,700	42.4%	13,344,000- 19,771,300				____	____
6. TOTAL BROADCAST REVENUE[b]	$ 32,681,000		$ 27,815,200-$ 43,905,500				____	
7. Non Broadcast Revenue	159,400		68,300- 345,900				____	
8. Trade-outs & Barter	611,800		395,400- 1,082,500				____	
9. TOTAL BROADCAST EXPENSE	$ 19,987,700	100.0%	$ 15,104,800-$ 26,780,100				____	100.0%
From:								
10. Technical	1,838,900	9.2%	1,316,500- 2,679,600				____	____
11. Program	10,573,500	52.9%	7,614,400- 12,729,200				____	____
12. Selling[c]	2,498,400	12.5%	2,143,000- 4,096,200				____	____
13. General & Administrative	5,076,900	25.4%	4,234,100- 6,626,300				____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 6,959,900	100.0%	$ 5,377,600-$ 9,507,500	SAME AS ALL STATIONS			____	100.0%
From:								
15. Technical	1,308,500	18.8%	943,000- 1,804,700				____	____
16. Program	4,106,300	59.0%	2,909,700- 5,682,300				____	____
17. Selling	883,900	12.7%	793,300- 1,151,200				____	____
18. General & Administrative	661,200	9.5%	553,000- 833,300				____	____
19. Cost of Outside News Service	$ 200,300		$ 129,100-$ 255,900				____	
20. Music License Fees	$ 510,400		$ 433,100-$ 656,100				____	
21. Depreciation & Amortization	$ 988,300		$ 793,900-$ 1,180,300				____	
22. Interest	$ 0		$ 0-$ 2,700				____	
23. Film & Tape Rental Expense	$ 2,255,800		$ 1,636,100-$ 3,078,900				____	
24. PROFIT (Before Federal income tax)	$ 12,693,300		$ 8,932,600-$ 19,400,700				____	
25. FULLTIME EMPLOYMENT	216		181- 267				____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 39 **AFFILIATE REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 2 ($15 million - $25 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (27)*			*PROFIT-ONLY STATIONS (27)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		34.97%	27.59%- 42.89%					____%
2. TOTAL TIME SALES	$ 21,960,600	100.0%	$ 19,566,800-$ 25,682,200	SAME AS ALL STATIONS				100.0%
From:								
3. Network Compensation	1,273,700	5.8%	1,092,400- 1,868,800					
4. National & Regional Advertisers	12,100,300	55.1%	10,706,000- 13,660,100					
5. Local Advertisers	8,586,600	39.1%	7,152,200- 10,819,000					
6. TOTAL BROADCAST REVENUE[b]	$ 18,448,900		$ 16,138,100-$ 21,425,700					
7. Non Broadcast Revenue	284,000		131,300- 476,300					
8. Trade-outs & Barter	304,000		131,700- 528,300					
9. TOTAL BROADCAST EXPENSE	$ 11,997,300	100.0%	$ 9,838,400-$ 14,912,900					100.0%
From:								
10. Technical	$ 1,307,700	10.9%	$ 919,300- $ 1,615,800					
11. Program	5,446,800	45.4%	4,218,100- 7,267,400					
12. Selling[c]	1,835,600	15.3%	1,258,900- 2,348,500					
13. General & Administrative	3,407,200	28.4%	2,592,700- 4,435,600					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 4,455,100	100.0%	$ 3,513,600-$ 5,236,500					100.0%
From:								
15. Technical	904,400	20.3%	556,600- 1,141,600					
16. Program	2,383,500	53.5%	1,637,200- 2,823,300					
17. Selling	730,600	16.4%	614,200- 837,800					
18. General & Administrative	436.600	9.8%	248,300- 585,300					
19. Cost of Outside News Service	$ 92,200		$ 69,500-$ 139,700					
20. Music License Fees	$ 304,400		$ 254,700-$ 363,500					
21. Depreciation & Amortization	$ 860,800		$ 558,900-$ 1,002,400					
22. Interest	$ 0		$ 0-$ 2,600					
23. Film & Tape Rental Expense	$ 1,358,500		$ 1,074,200-$ 1,978,800					
24. PROFIT (Before Federal income tax)	$ 6,451,600		$ 5,747,200-$ 8,302,900					
25. FULLTIME EMPLOYMENT	167		145- 193					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 40 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($10 million - $15 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (38)				PROFIT-ONLY STATIONS (37)				YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3		Col. 4	Col. 5	Col. 6		Col. 7	Col. 8
1. PROFIT MARGIN[a]		33.31%	15.58%-	45.33%		33.32%	16.43%-	45.33%		%
2. TOTAL TIME SALES	$ 14,362,900	100.0%	$ 12,890,000-$	16,064,600	$ 14,273,900	100.0%	$ 12,890,000-	$15,591,300		100.0%
From:										
3. Network Compensation	962,300	6.7%	767,600-	1,228,400	984,900	6.9%	791,000-	1,228,400		
4. National & Regional Advertisers	7,080,900	49.3%	6,213,800-	8,510,200	7,051,300	49.4%	6,213,800-	8,482,800		
5. Local Advertisers	6,319,700	44.0%	4,901,600-	7,079,000	6,237,700	43.7%	4,901,600-	7,079,000		
6. TOTAL BROADCAST REVENUE[b]	$ 12,291,900		$ 10,945,300-$	13,629,600	$ 12,228,800		$ 10,945,300-	$13,364,900		
7. Non Broadcast Revenue	228,700		111,400-	439,700	223,800		111,400-	439,700		
8. Trade-outs & Barter	222,500		146,100-	372,300	217,300		146,100-	368,000		
9. TOTAL BROADCAST EXPENSE	$ 8,197,500	100.0%	$ 7,004,900-$	10,078,000	$ 8,154,200	100.0%	$ 7,004,900-	$ 9,914,300		100.0%
From:										
10. Technical	795,200	9.7%	689,900-	1,049,100	799,100	9.8%	689,900-	1,026,900		
11. Program	3,524,900	43.0%	2,907,000-	4,383,100	3,538,900	43.4%	2,907,000-	4,383,100		
12. Selling[c]	1,065,700	13.0%	849,600-	1,299,800	1,076,400	13.2%	877,200-	1,299,800		
13. General & Administrative	2,811,700	34.3%	2,086,100-	3,537,000	2,739,800	33.6%	2,086,100-	3,289,600		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 2,634,500	100.0%	$ 2,390,600-$	3,831,000	$ 2,763,000	100.0%	$ 2,390,600-	$ 3,732,800		100.0%
From:										
15. Technical	534,800	20.3%	406,900-	821,900	560,900	20.3%	406,900-	797,300		
16. Program	1,319,900	50.1%	1,136,600-	1,855,700	1,376,000	49.8%	1,136,600-	1,773,500		
17. Selling	479,500	18.2%	441,100-	617,300	511,100	18.5%	441,100-	617,300		
18. General & Administrative	300,300	11.4%	229,000-	411,600	315,000	11.4%	229,000-	397,700		
19. Cost of Outside News Service	$ 89,400		$ 70,400-$	102,100	$ 89,100		$ 70,400-	$ 102,100		
20. Music License Fees	$ 202,200		$ 180,000-$	246,300	$ 201,90		$ 180,000-	$ 241,200		
21. Depreciation & Amortization	$ 694,600		$ 509,700-$	967,400	$ 693,800		$ 509,700-	$ 928,600		
22. Interest	$ 900		$ 0-$	260,300	$ 800		$ 0-	$ 153,600		
23. Film & Tape Rental Expense	$ 1,046,100		$ 800,700-$	1,214,300	$ 1,032,800		$ 800,700-	$ 1,175,400		
24. PROFIT (Before Federal income tax)	$ 4,094,400		$ 1,960,200-$	5,484,000	$ 4,074,600		$ 2,144,900-	$ 5,484,000		
25. FULLTIME EMPLOYMENT	123		109-	143	123		109-	143		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 41 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($7 million - $10 million)

	ALL STATIONS (40)			PROFIT-ONLY STATIONS (39)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		31.63%	21.92%- 38.85%		31.78%	22.15%- 39.34%		%
2. TOTAL TIME SALES	$ 9,372,900	100.0%	$ 8,782,300-$ 10,345,900	$ 9,341,300	100.0%	$ 8,746,400- $10,338,900		100.0%
From:								
3. Network Compensation	768,600	8.2%	562,700- 1,134,200	747,300	8.0%	561,000- 1,128,800		
4. National & Regional Advertisers	4,049,100	43.2%	3,352,400- 4,867,900	4,007,400	42.9%	3,311,600- 4,832,600		
5. Local Advertisers	4,555,200	48.6%	3,748,900- 5,092,400	4,586,600	49.1%	3,789,500- 5,108,000		
6. TOTAL BROADCAST REVENUE[b]	$ 8,047,100		$ 7,613,100-$ 8,874,100	$ 8,026,800		$ 7,552,300- $ 8,776,000		
7. Non Broadcast Revenue	156,000		54,300- 236,000	159,300		53,700- 252,900		
8. Trade-outs & Barter	106,800		67,100- 220,000	106,100		66,000- 202,000		
9. TOTAL BROADCAST EXPENSE	$ 5,501,800	100.0%	$ 5,001,600-$ 6,208,300	$ 5,475,900	100.0%	$ 4,991,700- $ 6,009,600		100.0%
From:								
10. Technical	572,200	10.4%	439,400- 751,500	569,500	10.4%	431,400- 738,500		
11. Program	2,277,700	41.4%	1,897,500- 2,548,500	2,278,000	41.6%	1,888,200- 2,553,900		
12. Selling[c]	814,300	14.8%	657,500- 953,100	804,900	14.7%	635,500- 948,700		
13. General & Administrative	1,837,600	33.4%	1,538,200- 2,031,600	1,823,500	33.3%	1,499,300- 1,988,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,166,800	100.0%	$ 1,897,600-$ 2,512,000	$ 2,170,300	100.0%	$ 1,890,000- $ 2,506,400		100.0%
From:								
15. Technical	385,700	17.8%	285,500- 519,400	386,300	17.8%	272,800- 522,000		
16. Program	1,100,700	50.8%	849,300- 1,234,400	1,102,500	50.8%	835,900- 1,241,100		
17. Selling	426,900	19.7%	368,800- 522,000	429,700	19.8%	368,000- 521,300		
18. General & Administrative	253,500	11.7%	197,800- 310,700	251,800	11.6%	196,300- 302,400		
19. Cost of Outside News Service	$ 60,900		$ 49,800-$ 78,000	$ 60,400		$ 47,400- $ 78,300		
20. Music License Fees	$ 124,700		$ 114,700-$ 142,100	$ 123,300		$ 114,100- $ 140,600		
21. Depreciation & Amortization	$ 442,200		$ 368,100-$ 694,500	$ 436,400		$ 364,600- $ 680,100		
22. Interest	$ 0		$ 0-$ 25,600	$ 0		$ 0- $ 19,500		
23. Film & Tape Rental Expense	$ 583,700		$ 427,200-$ 692,000	$ 585,700		$ 437,800- $ 693,700		
24. PROFIT (Before Federal income tax)	$ 2,545,300		$ 1,706,800-$ 3,361,000	$ 2,550,900		$ 1,745,000- $ 3,414,600		
25. FULLTIME EMPLOYMENT	102		93- 111	101		93- 111		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 42 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($5 million - $7 million)

	ALL STATIONS (49)			PROFIT-ONLY STATIONS (43)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		19.84%	12.12%- 31.71%		22.18%	14.92%- 32.60%		%
2. TOTAL TIME SALES	$ 6,533,900	100.0%	$ 5,988,200-$ 7,216,100	$ 6,533,900	100.0%	$ 5,976,100- $ 7,235,800		100.0%
From:								
3. Network Compensation	568,500	8.7%	407,800- 760,800	575,000	8.8%	416,500- 793,200		
4. National & Regional Advertisers	2,861,800	43.8%	2,471,200- 3,437,400	2,822,600	43.2%	2,448,200- 3,434,500		
5. Local Advertisers	3,103,600	47.5%	2,545,100- 3,584,100	3,136,300	48.0%	2,516,900- 3,549,000		
6. TOTAL BROADCAST REVENUE[b]	$ 5,716,900		$ 5,237,000-$ 6,214,700	$ 5,599,800		$ 5,240,900- $ 6,192,600		
7. Non Broadcast Revenue	139,800		68,200- 192,600	142,400		68,400- 190,900		
8. Trade-outs & Barter	93,600		46,200- 182,000	79,200		39,400- 177,600		
9. TOTAL BROADCAST EXPENSE	$ 4,582,700	100.0%	$ 3,812,200-$ 5,163,100	$ 4,357,800	100.0%	$ 3,513,800- $ 4,794,700		100.0%
From:								
10. Technical	495,000	10.8%	340,700- 610,600	479,400	11.0%	320,100- 615,700		
11. Program	1,741,400	38.0%	1,375,300- 2,112,000	1,647,200	37.8%	1,352,300- 2,020,700		
12. Selling[c]	627,800	13.7%	489,200- 729,800	618,800	14.2%	484,600- 701,900		
13. General & Administrative	1,718,500	37.5%	1,286,000- 1,997,700	1,612,400	37.0%	1,255,900- 1,874,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,721,000	100.0%	$ 1,515,300-$ 2,117,300	$ 1,702,900	100.0%	$ 1,474,800- $ 2,017,100		100.0%
From:								
15. Technical	313,200	18.2%	197,200- 424,600	284,400	16.7%	182,700- 371,200		
16. Program	776,200	45.1%	624,900- 981,400	768,000	45.1%	590,300- 950,800		
17. Selling	358,000	20.8%	299,100- 409,200	379,700	22.3%	265,200- 414,800		
18. General & Administrative	273,600	15.9%	179,000- 350,000	270,800	15.9%	162,900- 353,000		
19. Cost of Outside News Service	$ 42,500		$ 28,200-$ 52,100	$ 38,900		$ 25,100- $ 51,200		
20. Music License Fees	$ 89,800		$ 80,800-$ 105,900	$ 90,100		$ 82,000- $ 106,000		
21. Depreciation & Amortization	$ 391,700		$ 300,400-$ 629,200	$ 339,700		$ 291,400- $ 483,300		
22. Interest	$ 48,100		$ 0-$ 263,500	$ 10,400		$ 0- $ 119,900		
23. Film & Tape Rental Expense	$ 344,600		$ 241,400-$ 594,100	$ 325,900		$ 238,100- $ 550,700		
24. PROFIT (Before Federal income tax)	$ 1,134,200		$ 672,700-$ 1,773,300	$ 1,242,000		$ 797,000- $ 1,887,500		
25. FULLTIME EMPLOYMENT	86		78- 93	84		75- 93		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 43 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($4 million - $5 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (45)				PROFIT-ONLY STATIONS (39)				YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3		Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6		Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		23.92%	12.01%-	30.06%		25.93%	16.94%-	31.49%		____%
2. TOTAL TIME SALES	$ 5,168,400	100.0%	$ 4,804,300-$	5,444,100	$ 5,168,400	100.0%	$ 4,841,100-	$ 5,521,200	____	100.0%
From:										
3. Network Compensation	532,300	10.3%	413,500-	709,000	532,400	10.3%	414,000-	666,600	____	____
4. National & Regional Advertisers	2,243,100	43.4%	1,968,200-	2,761,500	2,253,400	43.6%	1,982,700-	2,829,500	____	____
5. Local Advertisers	2,393,000	46.3%	1,939,400-	2,623,900	2,382,600	46.1%	1,926,700-	2,586,600	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 4,594,700		$ 4,220,800-$	4,787,700	$ 4,588,300		$ 4,217,400-	$ 4,806,100	____	
7. Non Broadcast Revenue	120,800		63,000-	178,600	118,100		61,300-	175,500	____	
8. Trade-outs & Barter	125,600		68,900-	177,800	117,500		64,300-	170,500	____	
9. TOTAL BROADCAST EXPENSE	$ 3,495,600	100.0%	$ 3,156,900-$	4,064,700	$ 3,398,600	100.0%	$ 3,125,200-	$ 3,891,900	____	100.0%
From:										
10. Technical	381,000	10.9%	306,900-	456,700	380,600	11.2%	305,000-	447,900	____	____
11. Program	1,272,400	36.4%	1,070,700-	1,524,700	1,230,300	36.2%	1,046,200-	1,479,200	____	____
12. Selling[c]	503,400	14.4%	384,200-	614,600	509,800	15.0%	383,700-	586,200	____	____
13. General & Administrative	1,338,800	38.3%	1,133,700-	1,540,600	1,277,900	37.6%	1,029,600-	1,465,300	____	____
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 1,405,600	100.0%	$ 1,161,700-$	1,641,100	$ 1,386,400	100.0%	$ 1,160,100-	$ 1,602,500	____	100.0%
From:										
15. Technical	222,100	15.8%	180,200-	275,500	217,600	15.7%	178,000-	274,300	____	____
16. Program	674,700	48.0%	509,300-	778,800	665,500	48.0%	507,600-	771,400	____	____
17. Selling	312,000	22.2%	261,300-	349,900	309,200	22.3%	253,800-	314,800	____	____
18. General & Administrative	196,800	14.0%	134,600-	302,800	194,100	14.0%	144,200-	312,700	____	____
19. Cost of Outside News Service	$ 34,900		$ 23,300-$	48,600	$ 35,700		$ 23,100-	$ 47,300	____	
20. Music License Fees	$ 68,800		$ 59,900-$	90,700	$ 69,000		$ 60,500-	$ 89,700	____	
21. Depreciation & Amortization	$ 360,200		$ 255,500-$	501,300	$ 334,700		$ 234,000-	$ 468,100	____	
22. Interest	$ 100		$ 0-$	74,300	$ 0		$ 0-	$ 54,300	____	
23. Film & Tape Rental Expense	$ 289,700		$ 201,800-$	476,300	$ 278,500		$ 193,200-	$ 369,200	____	
24. PROFIT (Before Federal income tax)	$ 1,099,100		$ 524,400-$	1,381,000	$ 1,189,700		$ 722,700-	$ 1,411,900	____	
25. FULLTIME EMPLOYMENT	75		67-	82	75		66-	82	____	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 44 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($3 million - $4 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (46)			PROFIT-ONLY STATIONS (35)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		13.62%	1.46%- 29.73%		18.43%	11.09%- 32.19%		____%
2. TOTAL TIME SALES From:	$ 4,073,800	100.0%	$ 3,670,700-$ 4,349,400	$ 4,228,300	100.0%	$ 3,716,900- $ 4,354,300	____	100.0%
3. Network Compensation	419,600	10.3%	282,500- 592,500	448,200	10.6%	330,900- 655,400	____	____
4. National & Regional Advertisers	1,686,600	41.4%	1,403,300- 1,931,800	1,742,100	41.2%	1,408,600- 1,876,100	____	____
5. Local Advertisers	1,967,600	48.3%	1,580,200- 2,294,700	2,038,000	48.2%	1,547,700- 2,260,600	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,626,900		$ 3,237,700-$ 3,842,400	$ 3,758,500		$ 3,378,500- $ 3,845,700	____	
7. Non Broadcast Revenue	83,800		37,400- 133,200	93,100		39,300- 151,900	____	
8. Trade-outs & Barter	74,400		45,000- 150,900	73,900		43,800- 146,100	____	
9. TOTAL BROADCAST EXPENSE From:	$ 3,132,900	100.0%	$ 2,516,500-$ 3,573,100	$ 3,065,800	100.0%	$ 2,463,600- $ 3,154,900	____	100.0%
10. Technical	372,800	11.9%	239,200- 452,300	377,100	12.3%	227,400- 440,500	____	____
11. Program	1,071,400	34.2%	859,500- 1,280,300	1,076,100	35.1%	833,200- 1,110,900	____	____
12. Selling[c]	482,500	15.4%	346,700- 503,800	481,300	15.7%	344,100- 498,200	____	____
13. General & Administrative	1,206,200	38.5%	900,500- 1,486,200	1,131,300	36.9%	818,000- 1,212,500	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d] From:	$ 1,168,800	100.0%	$ 997,000-$ 1,246,300	$ 1,204,000	100.0%	$ 922,600- $ 1,201,100	____	100.0%
15. Technical	202,200	17.3%	135,,700- 271,200	205,900	17.1%	134,400- 271,900	____	____
16. Program	524,800	44.9%	397,400- 576,600	521,300	43.3%	358,500- 544,000	____	____
17. Selling	273,500	23.4%	204,800- 316,400	281,700	23.4%	198,800- 302,500	____	____
18. General & Administrative	168,300	14.4%	118,500- 215,900	195,100	16.2%	127,300- 201,500	____	____
19. Cost of Outside News Service	$ 25,200		$ 19,200-$ 34,400	$ 24,800		$ 18,900- $ 34,400	____	
20. Music License Fees	$ 61,300		$ 53,200-$ 69,900	$ 62,400		$ 50,000- $ 74,600	____	
21. Depreciation & Amortization	$ 302,200		$ 211,200-$ 497,400	$ 259,000		$ 196,500- $ 358,900	____	
22. Interest	$ 15,500		$ 0-$ 196,700	$ 4,500		$ 0- $ 86,800	____	
23. Film & Tape Rental Expense	$ 208,100		$ 159,000-$ 293,300	$ 187,000		$ 149,000- $ 246,800	____	
24. PROFIT (Before Federal income tax)	$ 494,000		$ 44,700-$ 1,068,500	$ 692,700		$ 439,900- $ 1,174,800	____	
25. FULLTIME EMPLOYMENT	64		57- 70	64		53- 70	____	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 45 **AFFILIATE REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 8 ($2 million - $3 million)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (48)				PROFIT-ONLY STATIONS (40)				YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3		Col. 4	Col. 5	Col. 6		Col. 7	Col. 8
1. PROFIT MARGIN[a]		15.96%	4.39%-	25.61%		18.88%	6.38%-	28.13%		%
2. TOTAL TIME SALES	$ 2,830,000	100.0%	$ 2,457,000-	$ 3,170,200	$ 2,813,900	100.0%	$ 2,433,400-	$ 3,215,100		100.0%
From:										
3. Network Compensation	407,500	14.4%	274,900-	532,000	433,400	15.4%	282,000-	543,600		
4. National & Regional Advertisers	1,202,800	42.5%	868,500-	1,394,600	1,179,000	41.9%	849,800-	1,394,600		
5. Local Advertisers	1,219,700	43.1%	1,023,000-	1,479,300	1,201,500	42.7%	982,300-	1,521,200		
6. TOTAL BROADCAST REVENUE[b]	$ 2,508,700		$ 2,245,400-	$ 2,756,500	$ 2,481,100		$ 2,244,000-	$ 2,781,200		
7. Non Broadcast Revenue	60,100		35,300-	118,300	60,100		33,200-	118,300		
8. Trade-outs & Barter	56,700		26,700-	79,000	61,600		28,700-	81,100		
9. TOTAL BROADCAST EXPENSE	$ 2,108,300	100.0%	$ 1,770,400-	$ 2,446,700	$ 2,012,700	100.0%	$ 1,741,800-	$ 2,323,800		100.0%
From:										
10. Technical	259,300	12.3%	205,300-	304,300	257,600	12.8%	187,900-	315,100		
11. Program	687,300	32.6%	539,400-	784,500	660,200	32.8%	496,500-	764,000		
12. Selling[c]	305,700	14.5%	244,300-	352,600	293,800	14.6%	235,600-	344,600		
13. General & Administrative	856,000	40.6%	671,600-	1,042,100	801,100	39.8%	638,800-	936,500		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 857,200	100.0%	$ 693,600-	$ 940,100	$ 811,200	100.0%	$ 678,800-	$ 913,000		100.0%
From:										
15. Technical	158,600	18.5%	113,400-	181,200	155,800	19.2%	114,300-	182,100		
16. Program	361,700	42.2%	250,000-	419,000	335,000	41.3%	237,300-	403,900		
17. Selling	200,600	23.4%	157,700-	218,900	189,800	23.4%	152,400-	215,800		
18. General & Administrative	136,300	15.9%	101,400-	168,600	130,600	16.1%	97,200-	168,600		
19. Cost of Outside News Service	$ 15,900		$ 11,100-	$ 24,000	$ 15,900		$ 9,500-	$ 24,000		
20. Music License Fees	$ 38,000		$ 31,000-	$ 47,300	$ 37,600		$ 30,300-	$ 47,300		
21. Depreciation & Amortization	$ 204,600		$ 147,700-	$ 397,500	$ 204,600		$ 147,700-	$ 297,400		
22. Interest	$ 20,900		$ 0-	$ 162,800	$ 14,900		$ 0-	$ 99,700		
23. Film & Tape Rental Expense	$ 129,900		$ 89,400-	$ 179,200	$ 122,000		$ 82,000-	$ 175,100		
24. PROFIT (Before Federal income tax)	$ 400,400		$ 109,700-	$ 637,000	$ 468,400		$ 146,700-	$ 714,700		
25. FULLTIME EMPLOYMENT	45		40-	53	45		40-	53		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 46 **AFFILIATE REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 9 ($1 million - $2 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (36)*				*PROFIT-ONLY STATIONS (25)*				*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*		*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*		*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		6.52%	(5.62%)-	14.23%		13.26%	4.42%-	18.58%		____%
2. TOTAL TIME SALES	$ 1,516,500	100.0%	$ 1,298,100-$	1,839,400	$ 1,511,100	100.0%	$ 1,282,800-	$ 1,895,100	______	100.0%
From:										
3. Network Compensation	185,000	12.2%	111,900-	230,700	198,000	13.1%	134,700-	275,800	______	____
4. National & Regional Advertisers	617,200	40.7%	496,800-	771,300	643,700	42.6%	511,400-	831,600	______	____
5. Local Advertisers	714,300	47.1%	542,100-	945,000	669,400	44.3%	538,800-	884,500	______	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,380,200		$ 1,180,100-$	1,740,200	$ 1,386,300		$ 1,167,200-	$ 1,798,300	______	
7. Non Broadcast Revenue	40,000		22,100-	63,200	39,600		21,600-	64,000	______	
8. Trade-outs & Barter	40,700		19,600-	66,400	34,900		15,700-	56,100	______	
9. TOTAL BROADCAST EXPENSE	$ 1,290,200	100.0%	$ 1,069,100-$	1,747,700	$ 1,202,500	100.0%	$ 974,400-	$ 1,540,600	______	100.0%
From:										
10. Technical	188,400	14.6%	150,300-	247,000	178,000	14.8%	135,300-	235,000	______	____
11. Program	451,600	35.0%	334,600-	561,200	367,900	30.6%	318,200-	512,600	______	____
12. Selling[c]	190,900	14.8%	162,500-	258,500	181,600	15.1%	146,200-	239,600	______	____
13. General & Administrative	459,300	35.6%	383,800-	736,600	475,000	39.5%	362,400-	575,300	______	____
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 480,400	100.0%	$ 446,200-$	638,900	$ 556,000	100.0%	$ 438,000-	$ 638,900	______	100.0%
From:										
15. Technical	88,900	18.5%	79,100-	120,000	105,600	19.0%	79,100-	120,000	______	____
16. Program	197,900	41.2%	159,300-	298,100	218,000	39.2%	156,500-	292,300	______	____
17. Selling	111,500	23.2%	105,800-	145,500	133,400	24.0%	89,000-	149,500	______	____
18. General & Administrative	82,100	17.1%	73,900-	103,000	99,000	17.8%	66,800-	106,800	______	____
19. Cost of Outside News Service	$ 12,700		$ 8,400-$	20,600	$ 12,400		$ 8,100-	$ 17,900	______	
20. Music License Fees	$ 22,200		$ 19,100-$	25,600	$ 22,100		$ 19,200-	$ 27,100	______	
21. Depreciation & Amortization	$ 135,000		$ 77,200-$	226,100	$ 107,500		$ 75,800-	$ 169,000	______	
22. Interest	$ 22,600		$ 0-$	145,600	$ 9,800		$ 0-	$ 61,900	______	
23. Film & Tape Rental Expense	$ 79,800		$ 54,200-$	114,100	$ 71,000		$ 32,300-	$ 99,100	______	
24. PROFIT (Before Federal income tax)	$ 90,000		$ (67,600)-$	200,900	$ 183,800		$ 79,200-	$ 261,300	______	
25. FULLTIME EMPLOYMENT	33		30-	43	32		28-	41	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 47 **AFFILIATE REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 10 (Under $1 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (13)*			*PROFIT-ONLY STATIONS (3)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		(10.29%)	(34.65%)- 3.53%					___ %
2. TOTAL TIME SALES From:	$ 955,900	100.0%	$ 689,800-$ 1,043,100					100.0%
3. Network Compensation	98,500	10.3%	61,400- 146,100					
4. National & Regional Advertisers	388,100	40.6%	290,600- 473,200					
5. Local Advertisers	469,300	49.1%	306,900- 512,600					
6. TOTAL BROADCAST REVENUE[b]	$ 777,800		$ 547,900-$ 943,100					
7. Non Broadcast Revenue	28,400		20,500- 34,300					
8. Trade-outs & Barter	49,300		27,800- 100,500					
9. TOTAL BROADCAST EXPENSE From:	$ 857,800	100.0%	$ 749,200-$ 1,075,000					100.0%
10. Technical	123,500	14.4%	106,500- 171,100					
11. Program	222,200	25.9%	143,100- 423,000					
12. Selling[c]	118,400	13.8%	59,400- 140,900					
13. General & Administrative	393,700	45.9%	325,800- 414,500					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d] From:	$ 405,500	100.0%	$ 275,500-$ 458,900		**SAMPLE INSUFFICIENT TO BE MEANINGFUL**			100.0%
15. Technical	83,100	20.5%	44,300- 117,300					
16. Program	162,600	40.1%	48,900- 189,400					
17. Selling	74,200	18.3%	31,100- 111,400					
18. General & Administrative	85,600	21.1%	60,000- 102,600					
19. Cost of Outside News Service	$ 10,100		$ 5,800-$ 15,300					
20. Music License Fees	$ 13,800		$ 8,900-$ 18,700					
21. Depreciation & Amortization	$ 102,000		$ 58,300-$ 147,800					
22. Interest	$ 76,500		$ 6,400-$ 157,500					
23. Film & Tape Rental Expense	$ 30,100		$ 10,400-$ 70,500					
24. PROFIT (Before Federal income tax)	$ (80,000)		$ (179,800)-$ 36,000					
25. FULLTIME EMPLOYMENT	27		18- 38					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 48 **INDEPENDENT STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (66) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (46) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		12.70%	(11.47%)- 35.96%		29.89%	11.49%- 39.60%		___%
2. TOTAL TIME SALES	$ 9,827,200	100.0%	$ 3,292,500-$ 22,675,000	$ 16,155,700	100.0%	$ 5,257,100- $25,473,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 10,000	0	0.0%	0- 20,300		
4. National & Regional Advertisers	5,719,400	58.2%	1,140,700- 14,784,100	10,388,100	64.3%	2,399,200- 16,701,100		
5. Local Advertisers	4,107,800	41.8%	1,439,100- 7,333,800	5,767,600	35.7%	2,218,400- 8,611,800		
6. TOTAL BROADCAST REVENUE[b]	$ 7,987,700		$ 2,964,400-$ 19,220,400	$ 14,459,700		$ 4,495,200- $21,805,200		
7. Non Broadcast Revenue	252,000		67,300- 648,500	271,600		76,600- 765,200		
8. Trade-outs & Barter	321,400		141,900- 567,700	355,000		201,400- 611,600		
9. TOTAL BROADCAST EXPENSE	$ 6,973,300	100.0%	$ 3,169,300-$ 11,210,200	$ 10,137,700	100.0%	$ 4,108,300- $15,713,800		100.0%
From:								
10. Technical	620,600	8.9%	364,500- 1,175,300	973,200	9.6%	524,600- 1,442,400		
11. Program	3,479,700	49.9%	1,146,800- 5,915,800	5,261,500	51.9%	1,208,200- 8,168,300		
12. Selling[c]	1,046,000	15.0%	525,900- 1,685,400	1,439,500	14.2%	736,800 2,403,700		
13. General & Administrative	1,827,000	26.2%	1,153,100- 2,876,200	2,463,500	24.3%	1,509,100- 3,020,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,470,700	100.0%	$ 760,700-$ 2,887,500	$ 2,287,800	100.0%	$ 1,170,500- $ 3,335,000		100.0%
From:								
15. Technical	364,700	24.8%	168,200- 735,400	601,700	26.3%	314,700- 1,100,100		
16. Program	401,500	27.3%	194,600- 1,007,600	706,900	30.9%	273,400- 1,460,600		
17. Selling	472,100	32.1%	223,300- 690,900	622,300	27.2%	311,000- 757,700		
18. General & Administrative	232,400	15.8%	165,800- 407,200	356,900	15.6%	177,500- 469,400		
19. Cost of Outside News Service	$ 13,200		$ 8,200-$ 83,000	$ 22,400		$ 10,000- $ 128,800		
20. Music License Fees	$ 90,900		$ 30,000-$ 250,500	$ 190,400		$ 51,600- $ 288,800		
21. Depreciation & Amortization	$ 407,800		$ 257,800-$ 734,800	$ 473,900		$ 271,100- $ 693,300		
22. Interest	$ 149,300		$ 0-$ 560,900	$ 62,500		$ 0- $ 398,200		
23. Film & Tape Rental Expense	$ 2,077,900		$ 705,600-$ 3,746,900	$ 2,764,900		$ 857,200- $ 4,909,600		
24. PROFIT (Before Federal income tax)	$ 1,014,400		$ (415,500)-$ 5,865,100	$ 4,322,000		$ 819,600- $ 8,825,100		
25. FULLTIME EMPLOYMENT	70		44- 106	90		61- 119		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 49 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (ADI 1-10)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (24)				PROFIT-ONLY STATIONS (22)				YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3		Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6		Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		20.79%	10.38%-	38.36%		23.51%	11.62%-	39.63%		___%
2. TOTAL TIME SALES	$ 23,184,900	100.0%	$ 14,009,200-	$ 35,968,600	$ 24,980,700	100.0%	$ 14,009,200-	$43,383,000	___	100.0%
From:										
3. Network Compensation	0	0.0%	0-	0	0	0.0%	0-	0	___	___
4. National & Regional Advertisers	15,209,300	65.6%	7,442,300-	23,048,100	16,712,100	66.9%	8,038,100-	24,767,800	___	___
5. Local Advertisers	7,975,600	34.4%	4,510,200-	17,734,400	8,268,600	33.1%	4,510,200-	19,866,600	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 20,173,900		$ 11,964,500-	$ 30,503,700	$ 21,257,900		$ 11,964,500-	$36,983,100	___	
7. Non Broadcast Revenue	331,400		85,300-	930,500	331,400		57,600-	1,025,800	___	
8. Trade-outs & Barter	446,300		287,100-	883,800	409,700		220,400-	922,600	___	
9. TOTAL BROADCAST EXPENSE	$ 15,979,700	100.0%	$ 10,226,600-	$ 23,365,300	$ 16,260,200	100.0%	$ 9,488,700-	$26,855,700	___	100.0%
From:										
10. Technical	1,470,100	9.2%	834,700-	2,169,300	1,593,500	9.8%	887,400-	2,498,700	___	___
11. Program	8,229,600	51.5%	4,550,800-	13,069,100	8,422,800	51.8%	4,550,800-	16,174,800	___	___
12. Selling[c]	2,892,300	18.1%	1,201,800-	3,260,100	2,975,600	18.3%	1,201,800-	3,556,700	___	___
13. General & Administrative	3,387,700	21.2%	2,214,100-	5,215,600	3,268,300	20.1%	2,108,800-	4,576,500	___	___
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 3,502,900	100.0%	$ 1,911,600-	$ 6,012,300	$ 3,688,800	100.0%	$ 1,911,600-	$ 6,379,500	___	100.0%
From:										
15. Technical	1,001,800	28.6%	422,700-	1,782,700	1,069,800	29.0%	511,000-	1,979,600	___	___
16. Program	1,113,900	31.8%	463,900-	2,186,600	1,162,000	31.5%	463,900-	2,474,500	___	___
17. Selling	812,700	23.2%	498,500-	1,012,000	848,400	23.0%	487,800-	1,094,800	___	___
18. General & Administrative	574,500	16.4%	266,400-	666,900	608,600	16.5%	260,000-	695,000	___	___
19. Cost of Outside News Service	$ 22,400		$ 10,600-	$ 281,700	$ 20,200		$ 10,400-	$ 309,400	___	
20. Music License Fees	$ 250,500		$ 129,500-	$ 396,800	$ 269,600		$ 148,700-	$ 483,800	___	
21. Depreciation & Amortization	$ 597,200		$ 271,100-	$ 856,900	$ 549,200		$ 258,800-	$ 823,700	___	
22. Interest	$ 9,700		$ 0-	$ 552,900	$ 4,700		$ 0-	$ 390,600	___	
23. Film & Tape Rental Expense	$ 4,874,900		$ 3,384,500-	$ 9,296,600	$ 4,874,900		$ 3,435,500-	$ 9,349,600	___	
24. PROFIT (Before Federal income tax)	$ 4,194,200		$ 911,000-	$ 10,470,000	$ 4,997,700		$ 1,615,200-	$10,765,900	___	
25. FULLTIME EMPLOYMENT	96		72-	168	106		73-	171	___	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 50 **INDEPENDENT REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 2 (ADI 11-25)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (15)*			*PROFIT-ONLY STATIONS (11)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		33.19%	(4.52%)- 41.35%		37.11%	30.66%- 49.46%		____%
2. TOTAL TIME SALES	$ 16,073,400	100.0%	$ 8,704,100-$ 21,240,000	$ 16,176,600	100.0%	$ 15,352,500- $22,235,300	____	100.0%
From:								
3. Network Compensation	16,100	0.1%	0- 96,800	16,200	0.1%	0- 355,700	____	____
4. National & Regional Advertisers	10,142,300	63.1%	5,444,400- 14,273,200	10,336,800	63.9%	9,358,400- 14,748,800	____	____
5. Local Advertisers	5,915,000	36.8%	2,595,100- 7,486,400	5,823,600	36.0%	4,864,500- 8,099,000	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 13,801,700		$ 6,838,100-$ 17,428,100	$ 14,557,600		$ 13,203,000- $18,094,200	____	
7. Non Broadcast Revenue	312,200		242,700- 539,900	270,300		242,700- 539,900	____	
8. Trade-outs & Barter	421,700		174,500- 706,000	421,700		262,900- 589,000	____	
9. TOTAL BROADCAST EXPENSE	$ 9,220,900	100.0%	$ 8,037,400-$ 9,987,400	$ 9,155,300	100.0%	$ 8,129,600- $ 9,987,400	____	100.0%
From:								
10. Technical	793,000	8.6%	643,800- 1,069,600	897,200	9.8%	643,800- 1,121,200	____	____
11. Program	4,822,500	52.3%	3,581,300- 4,791,600	4,724,100	51.6%	4,251,300- 4,812,700	____	____
12. Selling[c]	1,392,400	15.1%	1,121,300- 1,393,300	1,382,500	15.1%	1,219,600- 1,665,500	____	____
13. General & Administrative	2,213,000	24.0%	1,558,700- 2,791,600	2,151,500	23.5%	1,642,900- 2,791,600	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,965,800	100.0%	$ 1,645,200-$ 2,953,800	$ 2,747,900	100.0%	$ 1,777,600- $ 3,033,100	____	100.0%
From:								
15. Technical	460,000	23.4%	378,700- 585,800	618,300	22.5%	380,500- 936,400	____	____
16. Program	670,300	34.1%	382,900- 1,056,500	1,060,700	38.6%	688,100- 1,305,600	____	____
17. Selling	583,900	29.7%	514,800- 702,800	703,400	25.6%	565,100- 735,200	____	____
18. General & Administrative	251,600	12.8%	178,600- 358,200	365,500	13.3%	178,600- 360,200	____	____
19. Cost of Outside News Service	$ 34,500		$ 8,300-$ 110,600	$ 90,400		$ 29,200- $ 118,700	____	
20. Music License Fees	$ 181,500		$ 60,900-$ 264,400	$ 233,200		$ 180,100- $ 268,100	____	
21. Depreciation & Amortization	$ 486,700		$ 411,700-$ 766,100	$ 486,700		$ 411,700- $ 669,400	____	
22. Interest	$ 167,000		$ 0-$ 403,900	$ 167,000		$ 0- $ 367,300	____	
23. Film & Tape Rental Expense	$ 2,268,600		$ 1,788,000-$ 2,830,100	$ 2,477,800		$ 2,233,500- $ 2,830,100	____	
24. PROFIT (Before Federal income tax)	$ 4,580,800		$ (223,900)-$ 7,883,100	$ 5,402,300		$ 4,225,000- $ 8,620,200	____	
25. FULLTIME EMPLOYMENT	88		70- 112	100		79- 115	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 51 **INDEPENDENT REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 3 (ADI 26-50)**

	ALL STATIONS (19)			PROFIT-ONLY STATIONS (12)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		4.45%	(32.16%)- 20.59%		13.44%	5.94%- 32.23%		___%
2. TOTAL TIME SALES	$ 3,923,600	100.0%	$ 2,843,500-$ 5,666,500	$ 4,652,500	100.0%	$ 3,889,200- $10,983,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	2,067,700	52.7%	968,100- 3,876,900	2,656,600	57.1%	1,713,300- 5,519,600		
5. Local Advertisers	1,855,900	47.3%	1,384,500- 2,071,500	1,995,900	42.9%	1,550,800- 3,017,800		
6. TOTAL BROADCAST REVENUE[b]	$ 3,328,700		$ 2,417,000-$ 4,775,700	4,133,300		$ 3,106,400- $ 9,383,000		
7. Non Broadcast Revenue	101,000		59,900- 538,700	118,100		60,900- 517,500		
8. Trade-outs & Barter	212,800		78,200- 287,600	213,500		106,500- 320,500		
9. TOTAL BROADCAST EXPENSE	$ 3,180,600	100.0%	$ 2,775,900-$ 4,786,600	$ 3,577,800	100.0%	$ 2,640,100- $ 7,105,500		100.0%
From:								
10. Technical	314,900	9.9%	315,000- 547,500	390,000	10.9%	320,500- 630,900		
11. Program	1,145,000	36.0%	457,100- 2,121,200	1,202,100	33.6%	792,400- 3,647,100		
12. Selling[c]	505,700	15.9%	313,800- 790,300	636,900	17.8%	401,800- 929,800		
13. General & Administrative	1,215,000	38.2%	971,700- 1,746,200	1,348,800	37.7%	917,900- 1,821,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 714,700	100.0%	$ 676,600-$ 1,237,100	$ 895,500	100.0%	$ 702,600- $ 1,593,100		100.0%
From:								
15. Technical	150,800	21.1%	138,300- 314,800	230,100	25.7%	146,300- 465,700		
16. Program	191,500	26.8%	144,700- 277,000	223,900	25.0%	166,500- 317,600		
17. Selling	214,400	30.0%	140,000- 336,700	266,900	29.8%	220,000- 597,800		
18. General & Administrative	158,000	22.1%	122,100- 252,000	174,600	19.5%	118,100- 256,300		
19. Cost of Outside News Service	$ 9,800		$ 3,400-$ 20,700	$ 9,400		$ 7,800- $ 19,100		
20. Music License Fees	$ 44,100		$ 18,700-$ 70,000	$ 51,600		$ 32,500- $ 109,300		
21. Depreciation & Amortization	$ 329,500		$ 264,500-$ 531,500	$ 323,700		$ 271,100- $ 525,000		
22. Interest	$ 176,700		$ 1,000-$ 597,400	$ 233,700		$ 1,700- $ 578,700		
23. Film & Tape Rental Expense	$ 918,900		$ 522,200-$ 1,403,000	$ 857,200		$ 696,900- $ 2,141,100		
24. PROFIT (Before Federal income tax)	$ 148,100		$ (743,200)-$ 860,100	$ 555,500		$ 257,300- $ 2,263,100		
25. FULLTIME EMPLOYMENT	44		40- 57	47		42- 68		

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 52 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (ADI 51-106)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (8)*			*PROFIT-ONLY STATIONS (1)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		(30.26%)	(84.59%)- (4.16%)					%
2. TOTAL TIME SALES	$ 2,386,100	100.0%	$ 1,140,000-$ 3,147,600					100.0%
From:								
3. Network Compensation	0	0.0%	0- 0					
4. National & Regional Advertisers	1,157,300	48.5%	325,900- 1,557,300					
5. Local Advertisers	1,228,800	51.5%	573,900- 1,590,300					
6. TOTAL BROADCAST REVENUE[b]	$ 2,055,200		$ 895,000-$ 2,777,100					
7. Non Broadcast Revenue	70,600		32,100- 176,300					
8. Trade-outs & Barter	118,000		44,500- 487,200					
9. TOTAL BROADCAST EXPENSE	$ 2,677,100	100.0%	$ 1,191,100-$ 3,686,800					100.0%
From:								
10. Technical	262,300	9.8%	189,900- 344,100					
11. Program	1,054,800	39.4%	420,400- 1,521,500					
12. Selling[c]	468,500	17.5%	169,500- 700,200					
13. General & Administrative	891,500	33.3%	427,100- 1,561,100					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 593,900	100.0%	$ 383,200-$ 766,500	**SAMPLE INSUFFICIENT TO BE MEANINGFUL**				100.0%
From:								
15. Technical	125,300	21.1%	114,000- 140,800					
16. Program	125,900	21.2%	72,500- 189,900					
17. Selling	210,300	35.4%	103,900- 342,400					
18. General & Administrative	132,400	22.3%	68,800- 171,600					
19. Cost of Outside News Service	$ 1,200		$ 0-$ 11,000					
20. Music License Fees	$ 29,200		$ 8,800-$ 38,700					
21. Depreciation & Amortization	$ 155,000		$ 64,800-$ 285,400					
22. Interest	$ 433,900		$ 128,200-$ 795,200					
23. Film & Tape Rental Expense	$ 704,000		$ 274,300-$ 855,600					
24. PROFIT (Before Federal income tax)	$ (621,900)		$ (778,300)-$ (172,100)					
25. FULLTIME EMPLOYMENT	43		30- 46					

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 53 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($15 million & over)

	ALL STATIONS (22)			PROFIT-ONLY STATIONS (21)			YOUR STATION	
REVENUE AND EXPENSE ITEMS	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		36.26%	19.42%- 44.10%		37.06%	20.79%- 44.10%		____%
2. TOTAL TIME SALES	$ 25,473,300	100.0%	$ 22,034,800-$ 43,383,000	$ 25,520,800	100.0%	$ 22,675,000- $43,383,000	____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 6,500	0	0.0%	0- 6,000	____	____
4. National & Regional Advertisers	16,608,600	65.2%	14,511,000- 25,481,500	16,741,600	65.6%	14,784,100- 25,481,500	____	____
5. Local Advertisers	8,864,700	34.8%	6,329,400- 19,866,600	8,779,200	34.4%	6,329,400- 19,866,600	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 21,805,200		$ 18,578,200-$ 36,983,100	$ 22,063,900		$ 19,220,400- $36,983,100	____	
7. Non Broadcast Revenue	368,500		96,300- 930,500	323,900		96,300- 930,500	____	
8. Trade-outs & Barter	480,900		282,300- 922,600	488,500		282,300- 922,600	____	
9. TOTAL BROADCAST EXPENSE	$ 13,898,600	100.0%	$ 10,386,000-$ 26,855,700	$ 13,887,000	100.0%	$ 10,386,000- $26,855,700	____	100.0%
From:								
10. Technical	1,167,500	8.4%	782,500- 2,498,700	1,263,700	9.1%	868,900- 2,498,700	____	____
11. Program	7,797,100	56.1%	4,843,600- 16,174,800	7,790,600	56.1%	4,843,600- 16,174,800	____	____
12. Selling[c]	2,098,700	15.1%	1,203,800- 3,556,700	2,110,800	15.2%	1,203,800- 3,556,700	____	____
13. General & Administrative	2,835,300	20.4%	2,216,700- 5,314,400	2,721,900	19.6%	2,216,700- 4,926,800	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,676,300	100.0%	$ 2,466,400-$ 6,379,500	$ 2,827,000	100.0%	$ 2,523,300- $ 6,379,500	____	100.0%
From:								
15. Technical	663,700	24.8%	527,200- 1,979,600	780,200	27.6%	558,800- 1,979,600	____	____
16. Program	1,132,100	42.3%	685,500- 2,630,300	1,144,900	40.5%	685,500- 2,630,300	____	____
17. Selling	559,300	20.9%	599,700- 1,158,800	571,100	20.2%	599,700- 1,158,800	____	____
18. General & Administrative	321,200	12.0%	246,800- 759,300	330,800	11.7%	278,700- 759,300	____	____
19. Cost of Outside News Service	$ 107,200		$ 17,900-$ 339,800	$ 107,200		$ 17,900- $ 339,800	____	
20. Music License Fees	$ 288,800		$ 249,100-$ 484,000	$ 289,500		$ 250,500- $ 484,000	____	
21. Depreciation & Amortization	$ 686,400		$ 445,300-$ 1,079,000	$ 669,400		$ 445,300- $ 920,600	____	
22. Interest	$ 0		$ 0-$ 474,000	$ 0		$ 0- $ 318,600	____	
23. Film & Tape Rental Expense	$ 5,173,600		$ 3,074,700-$ 9,349,600	$ 4,944,200		$ 3,074,700- $ 9,349,600	____	
24. PROFIT (Before Federal income tax)	$ 7,906,600		$ 4,741,500-$ 10,765,900	$ 8,176,900		$ 5,544,000- $10,765,900	____	
25. FULLTIME EMPLOYMENT	113		92- 186	117		96- 186	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 54 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($5 million - $15 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (16)			PROFIT-ONLY STATIONS (13)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		22.56%	1.41%- 31.92%		29.42%	10.91%- 34.83%		____%
2. TOTAL TIME SALES	$ 13,593,100	100.0%	$ 9,111,500-$ 15,822,000	$ 14,938,400	100.0%	$ 10,983,200- $16,104,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 181,300	0	0.0%	0- 337,000		
4. National & Regional Advertisers	8,251,000	60.7%	5,121,500- 10,142,400	9,112,400	61.0%	5,519,600- 10,459,900		
5. Local Advertisers	5,342,100	39.3%	4,185,500- 5,932,600	5,826,000	39.0%	4,510,200- 6,014,500		
6. TOTAL BROADCAST REVENUE[b]	$ 11,954,800		$ 7,165,200-$ 13,614,600	$ 12,799,700		$ 9,383,000- $14,081,700		
7. Non Broadcast Revenue	265,700		91,600- 417,000	270,300		91,600- 480,600		
8. Trade-outs & Barter	409,200		332,000- 664,300	394,700		326,200- 476,600		
9. TOTAL BROADCAST EXPENSE	$ 9,257,800	100.0%	$ 7,105,500-$ 10,828,500	$ 9,034,000	100.0%	$ 7,105,500- $10,828,500		100.0%
From:								
10. Technical	870,200	9.4%	649,500- 1,167,100	1,047,900	11.6%	649,500- 1,204,300		
11. Program	4,499,300	48.6%	3,398,500- 4,609,900	4,327,300	47.9%	3,398,500- 4,846,500		
12. Selling[c]	1,435,000	15.5%	1,156,600- 1,685,400	1,373,200	15.2%	1,260,600- 1,989,500		
13. General & Administrative	2,453,300	26.5%	1,836,500- 2,765,800	2,285,600	25.3%	1,694,500- 2,644,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,930,300	100.0%	$ 1,652,400-$ 2,167,000	$ 2,119,500	100.0%	$ 1,755,500- $ 2,427,500		100.0%
From:								
15. Technical	527,000	27.3%	393,300- 738,300	650,700	30.7%	411,000- 846,200		
16. Program	550,100	28.5%	415,400- 724,000	546,800	25.8%	428,400- 840,900		
17. Selling	554,000	28.7%	480,000- 604,400	574,400	27.1%	495,900- 613,300		
18. General & Administrative	299,200	15.5%	244,000- 359,200	347,600	16.4%	269,000- 394,600		
19. Cost of Outside News Service	$ 11,300		$ 9,300-$ 59,800	$ 22,400		$ 9,300- $ 100,500		
20. Music License Fees	$ 163,300		$ 81,900-$ 182,000	$ 180,100		$ 126,600- $ 191,900		
21. Depreciation & Amortization	$ 502,700		$ 312,900-$ 724,700	$ 461,100		$ 275,000- $ 639,700		
22. Interest	$ 313,100		$ 0-$ 688,400	$ 268,200		$ 0- $ 620,500		
23. Film & Tape Rental Expense	$ 2,541,300		$ 1,838,800-$ 3,528,200	$ 2,689,800		$ 1,838,800- $ 3,567,600		
24. PROFIT (Before Federal income tax)	$ 2,697,000		$ 139,600-$ 4,208,000	$ 3,765,700		$ 1,191,400- $ 4,303,400		
25. FULLTIME EMPLOYMENT	76		68- 92	81		70- 98		

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 55 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 (Under $5 million)

	ALL STATIONS (28)			*PROFIT-ONLY STATIONS (12)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		(10.26%)	(39.75%)- 8.32%		9.52%	3.34%- 24.80%		%
2. TOTAL TIME SALES	$ 2,791,300	100.0%	$ 952,200-$ 3,948,200	$ 3,324,600	100.0%	$ 1,156,000- $ 4,359,900		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	1,244,900	44.6%	259,900- 1,819,000	1,263,300	38.0%	443,300- 2,399,200		
5. Local Advertisers	1,546,400	55.4%	609,400- 1,810,100	2,061,300	62.0%	549,100- 2,015,700		
6. TOTAL BROADCAST REVENUE[b]	$ 2,610,900		$ 1,891,000-$ 3,585,700	$ 3,184,600		$ 2,284,900- $ 4,076,900		
7. Non Broadcast Revenue	111,100		54,400- 532,000	164,600		63,100- 1,018,500		
8. Trade-outs & Barter	138,000		29,700- 242,100	169,100		29,700- 231,700		
9. TOTAL BROADCAST EXPENSE	$ 2,878,800	100.0%	$ 2,226,400-$ 3,750,600	$ 2,881,400	100.0%	$ 1,700,000- $ 3,320,800		100.0%
From:								
10. Technical	336,800	11.7%	306,700- 450,200	406,300	14.1%	312,700- 450,200		
11. Program	1,122,700	39.0%	443,100- 1,514,900	1,069,000	37.1%	306,700- 1,208,200		
12. Selling[c]	405,900	14.1%	169,500- 646,600	371,700	12.9%	140,300- 591,200		
13. General & Administrative	1,013,400	35.2%	808,500- 1,528,100	1,034,400	35.9%	500,000- 1,338,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 657,500	100.0%	$ 641,200-$ 871,400	$ 798,700	100.0%	$ 580,300- $ 907,400		100.0%
From:								
15. Technical	138,100	21.0%	128,000- 259,400	184,500	23.1%	138,900- 260,500		
16. Program	167,700	25.5%	116,500- 246,700	206,100	25.8%	119,800- 237,000		
17. Selling	197,200	30.0%	96,800- 283,400	222,000	27.8%	83,100- 254,000		
18. General & Administrative	154,500	23.5%	120,400- 217,100	186,100	23.3%	110,000- 201,000		
19. Cost of Outside News Service	$ 8,100		$ 0-$ 12,300	$ 10,000		$ 7,800- $ 11,100		
20. Music License Fees	$ 28,900		$ 11,400-$ 45,300	$ 17,100		$ 12,100- $ 49,400		
21. Depreciation & Amortization	$ 290,000		$ 176,700-$ 371,100	$ 252,900		$ 159,700- $ 323,700		
22. Interest	$ 187,900		$ 62,900-$ 515,300	$ 97,600		$ 3,200- $ 364,100		
23. Film & Tape Rental Expense	$ 699,200		$ 120,100-$ 921,300	$ 694,600		$ 1,300- $ 793,200		
24. PROFIT (Before Federal income tax)	$ (267,900)		$ (800,900)-$ 185,500	$ 303,200		$ 91,500- $ 847,200		
25. FULLTIME EMPLOYMENT	43		33- 47	43		38- 48		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 56 UHF STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (116)			PROFIT-ONLY STATIONS (75)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		8.86%	(11.52%)- 20.92%		16.77%	9.49%- 30.91%		%
2. TOTAL TIME SALES	$ 3,911,600	100.0%	$ 1,962,600-$ 5,855,400	$ 4,499,300	100.0%	$ 3,071,300- $ 9,518,900		100.0%
From:								
3. Network Compensation	176,000	4.5%	0- 379,700	238,500	5.3%	0- 407,300		
4. National & Regional Advertisers	1,756,300	44.9%	604,300- 3,087,700	1,988,700	44.2%	1,103,500- 3,783,300		
5. Local Advertisers	1,979,300	50.6%	980,200- 2,870,600	2,272,100	50.5%	1,339,700- 4,243,900		
6. TOTAL BROADCAST REVENUE[b]	$ 3,465,000		$ 1,974,200-$ 5,065,900	$ 4,065,100		$ 2,795,800- $ 6,868,200		
7. Non Broadcast Revenue	97,700		45,000- 215,900	113,800		50,200- 221,800		
8. Trade-outs & Barter	137,900		50,000- 259,800	138,300		49,700- 244,100		
9. TOTAL BROADCAST EXPENSE	$ 3,158,000	100.0%	$ 2,079,900-$ 5,302,100	$ 3,383,400	100.0%	$ 2,104,400- $ 5,649,700		100.0%
From:								
10. Technical	385,300	12.2%	251,500- 578,500	439,900	13.0%	309,400- 643,800		
11. Program	1,133,700	35.9%	568,900- 1,843,500	1,214,600	35.9%	708,700- 2,269,500		
12. Selling[c]	464,200	14.7%	263,800- 820,100	487,200	14.4%	293,100- 976,400		
13. General & Administrative	1,174,800	37.2%	741,600- 1,836,300	1,241,700	36.7%	730,400- 1,860,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,032,700	100.0%	$ 673,000-$ 1,660,900	$ 1,248,700	100.0%	$ 783,400- $ 1,777,400		100.0%
From:								
15. Technical	192,100	18.6%	119,500- 344,300	262,200	21.0%	138,300- 365,700		
16. Program	371,800	36.0%	202,000- 624,900	484,500	38.8%	226,700- 688,100		
17. Selling	298,400	28.9%	157,500- 392,500	319,700	25.6%	189,500- 478,500		
18. General & Administrative	170,400	16.5%	109,200- 255,100	182,300	14.6%	121,400- 284,600		
19. Cost of Outside News Service	$ 15,100		$ 9,100-$ 28,700	$ 17,200		$ 9,800- $ 29,400		
20. Music License Fees	$ 54,200		$ 23,200-$ 78,200	$ 62,400		$ 32,400- $ 104,600		
21. Depreciation & Amortization	$ 322,900		$ 193,000-$ 527,100	$ 317,800		$ 193,600- $ 497,400		
22. Interest	$ 73,900		$ 0-$ 315,100	$ 37,200		$ 0- $ 237,100		
23. Film & Tape Rental Expense	$ 308,400		$ 129,900-$ 920,100	$ 318,300		$ 159,700- $ 961,500		
24. PROFIT (Before Federal income tax)	$ 307,000		$ (262,300)-$ 882,000	$ 681,700		$ 244,200- $ 1,749,000		
25. FULLTIME EMPLOYMENT	58		38- 72	65		44- 80		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 57 **UHF REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 1 (ADI 1 - 10)**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (16) Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (13) Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		15.81%	0.34%- 33.11%		20.39%	6.01%- 36.68%		___%
2. TOTAL TIME SALES	$ 15,254,600	100.0%	$ 3,990,900-$ 20,711,300	$ 15,570,700	100.0%	$ 4,981,400- $23,184,900		100.0%
From:								
3. Network Compensation	0	0.0%	0- 14,800	0	0.0%	0- 14,300		
4. National & Regional Advertisers	9,335,800	61.2%	606,200- 14,147,300	10,214,400	65.6%	606,200- 15,024,400		
5. Local Advertisers	5,918,800	38.8%	3,246,200- 6,836,400	5,356,300	34.4%	3,246,200- 6,836,400		
6. TOTAL BROADCAST REVENUE[b]	$ 13,113,600		$ 4,381,300-$ 17,684,800	$ 13,427,500		$ 4,804,000- $20,173,900		
7. Non Broadcast Revenue	241,500		72,500- 1,284,700	272,900		72,500- 1,538,000		
8. Trade-outs & Barter	353,700		183,800- 471,300	348,400		183,800- 463,500		
9. TOTAL BROADCAST EXPENSE	$ 11,040,300	100.0%	$ 4,295,200-$ 12,290,500	$ 10,689,600	100.0%	$ 4,295,200- $12,290,500		100.0%
From:								
10. Technical	1,115,100	10.1%	519,000- 1,204,300	1,218,600	11.4%	834,700- 1,267,800		
11. Program	5,509,100	49.9%	1,031,800- 6,733,900	5,280,700	49.4%	1,031,800- 6,733,900		
12. Selling[c]	1,777,500	16.1%	558,700- 2,403,700	1,721,000	16.1%	671,900- 2,403,700		
13. General & Administrative	2,638,600	23.9%	1,379,000- 2,770,500	2,469,300	23.1%	1,379,000- 2,618,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,128,100	100.0%	$ 1,473,900-$ 2,694,200	$ 2,076,500	100.0%	$ 1,555,600- $ 2,788,200		100.0%
From:								
15. Technical	676,700	31.8%	296,700- 735,400	645,800	31.1%	381,700- 753,200		
16. Program	553,300	26.0%	325,900- 698,700	544,000	26.2%	367,100- 698,700		
17. Selling	553,300	26.0%	311,900- 590,600	498,400	24.0%	311,900- 590,600		
18. General & Administrative	344,700	16.2%	224,900- 427,900	388,300	18.7%	224,900- 433,600		
19. Cost of Outside News Service	$ 14,500		$ 10,100-$ 22,400	$ 14,100		$ 10,000- $ 20,200		
20. Music License Fees	$ 148,700		$ 23,800-$ 246,200	$ 181,200		$ 23,800- $ 250,500		
21. Depreciation & Amortization	$ 277,000		$ 232,800-$ 759,200	$ 273,000		$ 232,800- $ 661,000		
22. Interest	$ 168,300		$ 5,000-$ 652,400	$ 99,600		$ 0- $ 593,600		
23. Film & Tape Rental Expense	$ 3,648,700		$ 515,800-$ 4,874,900	$ 3,718,400		$ 1,950,200 $ 4,711,200		
24. PROFIT (Before Federal income tax)	$ 2,073,300		$ 18,300-$ 4,741,500	$ 2,737,900		$ 227,900- $ 5,864,600		
25. FULLTIME EMPLOYMENT	75		60- 89	76		63- 92		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 58 UHF REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11 - 50)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (35)*				*PROFIT-ONLY STATIONS (23)*				*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*		*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*		*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*		*Col. 4*	*Col. 5*	*Col. 6*		*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		7.68%	(12.92%)-	29.21%		15.60%	7.68%-	37.06%		___%
2. TOTAL TIME SALES	$ 4,781,400	100.0%	$ 3,487,500-	$ 9,518,900	$ 5,666,500	100.0%	$ 4,262,600-	$11,830,900	___	100.0%
From:										
3. Network Compensation	14,400	0.3%	0-	571,,300	272,000	4.8%	0-	613,000	___	___
4. National & Regional Advertisers	2,534,100	53.0%	1,225,500-	4,798,600	2,918,200	51.5%	1,750,700-	6,240,600	___	___
5. Local Advertisers	2,232,900	46.7%	1,591,300-	4,243,900	2,476,300	43.7%	1,789,500-	4,864,500	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 4,214,800		$ 2,964,500-	$ 7,492,200	$ 4,983,000		$ 3,583,300-	$10,282,800	___	
7. Non-Broadcast Revenue	154,300		82,000-	451,400	149,900		64,300-	242,700	___	
8. Trade-outs & Barter	231,700		106,500-	323,800	231,700		143,400-	344,900	___	
9. TOTAL BROADCAST EXPENSE	$ 3,891,100	100.0%	$ 3,175,800-	$ 7,443,100	$ 4,205,700	100.0%	$ 3,175,800-	$ 7,678,200	___	100.0%
From:										
10. Technical	466,900	12.0%	360,900-	655,300	487,900	11.6%	360,900-	655,300	___	___
11. Program	1,404,700	36.1%	1,166,500-	3,215,700	1,577,100	37.5%	1,166,500-	4,078,500	___	___
12. Selling[c]	610,900	15.7%	410,100-	1,121,300	643,500	15.3%	410,100-	1,320,800	___	___
13. General & Administrative	1,408,600	36.2%	971,700-	1,897,700	1,497,200	35.6%	971,700-	1,923,900	___	___
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 1,078,500	100.0%	$ 728,500-	$ 1,777,400	$ 1,429,600	100.0%	$ 815,000-	$ 1,877,800	___	100.0%
From:										
15. Technical	259,900	24.1%	171,700-	375,300	387,400	27.1%	193,400-	380,500	___	___
16. Program	289,100	26.8%	203,800-	688,100	361,700	25.3%	203,800-	958,700	___	___
17. Selling	324,600	30.1%	215,800-	551,600	414,600	29.0%	224,200-	577,500	___	___
18. General & Administrative	204,900	19.0%	140,200-	282,000	265,900	18.6%	162,900-	293,200	___	___
19. Cost of Outside News Service	$ 11,300		$ 8,200-	$ 54,200	$ 15,300		$ 8,700-	$ 57,600	___	
20. Music License Fees	$ 60,900		$ 40,500-	$ 101,700	$ 70,000		$ 51,400-	$ 161,400	___	
21. Depreciation & Amortization	$ 411,700		$ 302,300-	$ 683,200	$ 411,700		$ 277,800-	$ 669,400	___	
22. Interest	$ 95,600		$ 0-	$ 358,000	$ 95,600		$ 0-	$ 358,000	___	
23. Film & Tape Rental Expense	$ 865,100		$ 371,900-	$ 1,603,000	$ 793,200		$ 559,000-	$ 1,889,500	___	
24. PROFIT (Before Federal income tax)	$ 323,700		$ (441,400)-	$ 1,258,800	$ 777,300		$ 387,600-	$ 3,750,100	___	
25. FULLTIME EMPLOYMENT	55		42-	83	68		42-	92	___	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 59 UHF REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (ADI 51 - 100)

	ALL STATIONS (35)			PROFIT-ONLY STATIONS (23)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		12.06%	(24.97%)- 18.26%		16.14%	12.06%- 24.13%		%
2. TOTAL TIME SALES	$ 4,340,200	100.0%	$ 2,771,700-$ 5,187,200	$ 4,499,300	100.0%	$ 3,539,500- $ 5,286,400		100.0%
From:								
3. Network Compensation	373,300	8.6%	185,900- 420,400	391,400	8.7%	330,900- 452,700		
4. National & Regional Advertisers	1,979,100	45.6%	1,228,000- 2,830,400	2,015,700	44.8%	1,399,300- 2,942,200		
5. Local Advertisers	1,987,800	45.8%	1,264,700- 2,570,500	2,092,200	46.5%	1,287,200- 2,833,400		
6. TOTAL BROADCAST REVENUE[b]	$ 3,830,700		$ 2,493,300-$ 4,539,500	$ 4,039,000		$ 3,039,500- $ 4,594,700		
7. Non Broadcast Revenue	80,800		50,200- 154,100	80,800		56,400- 181,800		
8. Trade-outs & Barter	132,200		70,000- 173,200	89,900		48,900- 150,400		
9. TOTAL BROADCAST EXPENSE	$ 3,368,700	100.0%	$ 2,316,100-$ 4,303,500	$ 3,387,100	100.0%	$ 2,316,100- $ 3,891,900		100.0%
From:								
10. Technical	397,500	11.8%	318,400- 476,000	426,800	12.6%	335,800- 476,000		
11. Program	1,246,400	37.0%	858,900- 1,561,900	1,256,600	37.1%	858,900- 1,367,800		
12. Selling[c]	525,500	15.6%	384,700- 649,100	494,500	14.6%	314,400- 586,200		
13. General & Administrative	1,199,300	35.6%	806,300- 1,654,200	1,209,200	35.7%	806,300- 1,527,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,236,400	100.0%	$ 771,800-$ 1,528,200	$ 1,336,800	100.0%	$ 989,500- $ 1,637,000		100.0%
From:								
15. Technical	185,500	15.0%	128,300- 284,000	207,200	15.5%	131,500- 284,000		
16. Program	540,300	43.7%	211,600- 674,500	624,300	46.7%	429,200- 771,400		
17. Selling	332,600	26.9%	217,700- 366,500	328,800	24.6%	224,900- 392,200		
18. General & Administrative	178,000	14.4%	123,100- 180,500	176,500	13.2%	123,100- 180,500		
19. Cost of Outside News Service	$ 23,100		$ 12,100-$ 34,500	$ 24,800		$ 19,000- $ 38,100		
20. Music License Fees	$ 59,400		$ 33,200-$ 72,700	$ 64,500		$ 53,700- $ 82,000		
21. Depreciation & Amortization	$ 333,700		$ 216,800-$ 494,400	$ 333,700		$ 222,500- $ 493,400		
22. Interest	$ 37,600		$ 0-$ 240,200	$ 5,200		$ 0- $ 54,300		
23. Film & Tape Rental Expense	$ 317,400		$ 216,300-$ 692,500	$ 266,700		$ 195,900- $ 495,400		
24. PROFIT (Before Federal income tax)	$ 462,000		$ (429,300)-$ 797,000	$ 651,900		$ 291,200- $ 1,070,500		
25. FULLTIME EMPLOYMENT	65		47- 76	67		61- 79		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 60 UHF REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (ADI 101 & over)

	ALL STATIONS (30)			PROFIT-ONLY STATIONS (16)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		6.97%	(16.94%)- 16.97%		15.64%	11.31%- 21.65%		%
2. TOTAL TIME SALES	$ 1,522,300	100.0%	$ 1,147,400-$ 3,179,700	$ 2,247,200	100.0%	$ 1,328,700- $ 3,562,800		100.0%
From:								
3. Network Compensation	127,900	8.4%	100,600- 237,000	159,500	7.1%	120,700- 262,500		
4. National & Regional Advertisers	557,100	36.6%	344,800- 1,296,100	1,040,500	46.3%	532,600- 1,420,500		
5. Local Advertisers	837,300	55.0%	611,300- 1,518,900	1,047,200	46.6%	678,600- 1,949,300		
6. TOTAL BROADCAST REVENUE[b]	$ 1,398,100		$ 1,045,600-$ 2,683,900	$ 1,964,500		$ 1,186,400- $ 3,043,100		
7. Non Broadcast Revenue	41,800		21,400- 96,900	41,600		20,100- 93,600		
8. Trade-outs & Barter	49,300		25,100- 79,000	49,300		26,100- 82,000		
9. TOTAL BROADCAST EXPENSE	$ 1,300,700	100.0%	$ 1,068,900-$ 2,731,800	$ 1,657,300	100.0%	$ 920,700- $ 2,720,500		100.0%
From:								
10. Technical	170,400	13.1%	138,400- 304,300	207,200	12.5%	121,100- 307,900		
11. Program	414,900	31.9%	346,000- 693,100	565,100	34.1%	337,900- 743,600		
12. Selling[c]	212,000	16.3%	168,900- 395,700	301,600	18.2%	165,500- 455,700		
13. General & Administrative	503,400	38.7%	383,800- 1,184,500	583,400	35.2%	362,700- 1,057,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 468,000	100.0%	$ 451,100-$ 884,000	$ 773,500	100.0%	$ 516,600- $ 951,600		100.0%
From:								
15. Technical	78,200	16.7%	74,200- 151,100	108,300	14.0%	74,200- 151,100		
16. Program	201,700	43.1%	159,300- 340,500	338,000	43.7%	191,400- 385,000		
17. Selling	112,300	24.0%	106,700- 225,100	200,300	25.9%	124,800- 291,000		
18. General & Administrative	75,800	16.2%	72,800- 132,400	126,900	16.4%	87,400- 140,100		
19. Cost of Outside News Service	$ 11,700		$ 8,000-$ 18,600	$ 10,100		$ 8,300- $ 15,900		
20. Music License Fees	$ 22,800		$ 16,900-$ 50,800	$ 33,700		$ 18,600- $ 54,700		
21. Depreciation & Amortization	$ 146,200		$ 84,300-$ 319,600	$ 146,200		$ 95,300- $ 239,600		
22. Interest	$ 60,800		$ 100-$ 230,000	$ 40,300		$ 0- $ 209,800		
23. Film & Tape Rental Expense	$ 114,100		$ 72,500-$ 168,000	$ 120,500		$ 77,500- $ 168,000		
24. PROFIT (Before Federal income tax)	$ 97,400		$ (233,100)-$ 362,100	$ 3,072,500		$ 146,100- $ 597,500		
25. FULLTIME EMPLOYMENT	36		30- 50	41		28- 56		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 61 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($7 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (20)			PROFIT-ONLY STATIONS (18)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		30.49%	13.40%- 37.08%		32.17%	16.88%- 38.40%		___%
2. TOTAL TIME SALES	$ 16,229,400	100.0%	$ 12,455,400-$ 20,711,300	$ 16,229,400	100.0%	$ 12,455,400- $22,474,500	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 224,300	0	0.0%	0- 337,000	______	______
4. National & Regional Advertisers	10,614,000	65.4%	6,786,600- 14,246,700	10,662,700	65.7%	6,786,600- 14,573,300	______	______
5. Local Advertisers	5,615,400	34.6%	4,621,400- 6,836,400	5,566,700	34.3%	4,621,400- 6,836,400	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 14,573,200		$ 10,706,100-$ 17,526,600	$ 14,573,200		$ 10,706,100- $19,220,400	______	
7. Non Broadcast Revenue	226,400		104,100- 417,000	187,100		80,100- 395,100	______	
8. Trade-outs & Barter	358,900		242,300- 454,000	348,400		222,900- 436,400	______	
9. TOTAL BROADCAST EXPENSE	$ 10,129,800	100.0%	$ 8,058,000-$ 11,473,600	$ 9,885,000	100.0%	$ 7,857,800- $11,473,600	______	100.0%
From:								
10. Technical	921,800	9.1%	705,000- 1,175,300	958,800	9.7%	739,600- 1,204,300	______	______
11. Program	5,075,000	50.1%	4,396,900- 6,535,200	4,912,900	49.7%	4,227,000- 6,535,200	______	______
12. Selling[c]	1,651,200	16.3%	1,292,700- 2,403,700	1,601,400	16.2%	1,292,700- 2,403,700	______	______
13. General & Administrative	2,481,800	24.5%	1,934,000- 2,821,500	2,411,900	24.4%	1,843,700- 2,821,500	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,003,900	100.0%	$ 1,755,500-$ 2,895,100	$ 1,955,500	100.0%	$ 1,755,500- $ 3,026,900	______	100.0%
From:								
15. Technical	527,000	26.3%	379,600- 683,500	533,900	27.3%	382,900- 716,000	______	______
16. Program	643,300	32.1%	428,400- 1,201,400	617,900	31.6%	379,600- 1,201,400	______	______
17. Selling	553,100	27.6%	498,500- 668,600	529,900	27.1%	498,500- 669,700	______	______
18. General & Administrative	280,500	14.0%	238,600- 424,600	273,800	14.0%	224,900- 433,600	______	______
19. Cost of Outside News Service	$ 15,900		$ 9,400-$ 52,500	$ 16,900		$ 9,300- $ 55,200	______	
20. Music License Fees	$ 191,400		$ 129,500-$ 250,500	$ 204,900		$ 146,800- $ 257,800	______	
21. Depreciation & Amortization	$ 588,500		$ 304,400-$ 734,800	$ 538,500		$ 277,000- $ 698,700	______	
22. Interest	$ 5,000		$ 0-$ 565,200	$ 5,000		$ 0- $ 565,200	______	
23. Film & Tape Rental Expense	$ 3,528,200		$ 2,313,100-$ 4,355,700	$ 3,435,500		$ 2,061,500- $ 4,355,700	______	
24. PROFIT (Before Federal income tax)	$ 4,443,400		$ 1,418,400-$ 5,865,100	$ 4,688,200		$ 2,084,100- $ 6,202,200	______	
25. FULLTIME EMPLOYMENT	81		70- 95	87		70- 101	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 62 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($4 million - $7 million)

	ALL STATIONS (27)			*PROFIT-ONLY STATIONS (22)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		14.27%	6.34%- 21.51%		15.95%	8.84%- 27.39%		%
2. TOTAL TIME SALES	$ 5,548,500	100.0%	$ 4,847,800-$ 7,235,800	$ 5,417,500	100.0%	$ 4,787,100- $ 7,256,600		100.0%
From:								
3. Network Compensation	382,900	6.9%	100- 538,400	406,300	7.5%	279,800- 575,700		
4. National & Regional Advertisers	2,679,900	48.3%	1,982,700- 3,216,400	2,551,600	47.1%	1,818,900- 3,263,800		
5. Local Advertisers	2,485,700	44.8%	2,071,500- 3,087,400	2,459,600	45.4%	1,911,500- 3,167,000		
6. TOTAL BROADCAST REVENUE[b]	$ 4,704,100		$ 4,214,800-$ 5,506,100	$ 4,649,400		$ 4,192,600- $ 5,831,600		
7. Non Broadcast Revenue	149,900		82,900- 226,100	147,100		81,900- 210,100		
8. Trade-outs & Barter	179,500		85,300- 273,500	155,900		60,700- 238,500		
9. TOTAL BROADCAST EXPENSE	$ 4,032,800	100.0%	$ 3,468,600-$ 5,280,800	$ 3,907,800	100.0%	$ 3,291,700- $ 4,861,300		100.0%
From:								
10. Technical	463,800	11.5%	394,400- 594,300	465,000	11.9%	374,800- 566,100		
11. Program	1,496,200	37.1%	1,184,600- 2,011,400	1,316,900	33.7%	1,066,700- 1,803,900		
12. Selling[c]	580,700	14.4%	474,500- 850,100	594,000	15.2%	449,100- 736,800		
13. General & Administrative	1,492,100	37.0%	1,179,200- 1,905,900	1,531,900	39.2%	1,092,200- 1,768,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,474,700	100.0%	$ 1,294,000-$ 2,124,600	$ 1,521,900	100.0%	$ 1,117,300- $ 1,951,000		100.0%
From:								
15. Technical	275,800	18.7%	171,700- 371,200	254,200	16.7%	157,500- 346,100		
16. Program	634,100	43.0%	429,900- 824,100	707,700	46.5%	470,300- 823,800		
17. Selling	373,100	25.3%	297,800- 434,300	365,200	24.0%	295,300- 412,300		
18. General & Administrative	191,700	13.0%	165,000- 307,400	194,800	12.8%	163,400- 328,400		
19. Cost of Outside News Service	$ 29,700		$ 19,000-$ 46,000	$ 29,800		$ 20,600- $ 48,600		
20. Music License Fees	$ 67,700		$ 54,700-$ 82,000	$ 68,900		$ 54,000- $ 90,400		
21. Depreciation & Amortization	$ 432,000		$ 330,200-$ 708,600	$ 394,800		$ 288,800- $ 594,700		
22. Interest	$ 54,300		$ 0-$ 240,200	$ 17,400		$ 0- $ 236,800		
23. Film & Tape Rental Expense	$ 547,900		$ 272,600-$ 855,100	$ 365,300		$ 254,600- $ 715,300		
24. PROFIT (Before Federal income tax)	$ 671,300		$ 291,200-$ 1,070,500	$ 741,600		$ 458,100- $ 1,533,700		
25. FULLTIME EMPLOYMENT	76		65- 85	76		66- 84		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 63 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($3 million - $4 million)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (22)*				*PROFIT-ONLY STATIONS (14)*				*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*		*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*		*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*		*Col. 4*	*Col. 5*	*Col. 6*		*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		4.10%	23.01%-	16.39%		12.02%	4.10%-	19.55%		%
2. TOTAL TIME SALES	$ 3,948,200	100.0%	$ 3,692,300-$	4,349,400	$ 4,263,100	100.0%	$ 3,582,000-	$ 4,359,000		100.0%
From:										
3. Network Compensation	308,000	7.8%	168,900-	363,000	319,700	7.5%	77,900-	357,800		
4. National & Regional Advertisers	1,737,200	44.0%	1,414,500-	1,931,800	1,803,300	42.3%	1,368,700-	2,104,400		
5. Local Advertisers	1,903,000	48.2%	1,612,100-	2,377,300	2,140,100	50.2%	1,603,800-	2,398,800		
6. TOTAL BROADCAST REVENUE[b]	$ 3,465,000		$ 3,188,000-$	3,842,400	$ 3,675,300		$ 3,126,900-	$ 3,842,400		
7. Non Broadcast Revenue	65,900		46,500-	159,700	65,900		48,100-	200,800		
8. Trade-outs & Barter	138,800		53,600-	216,400	110,600		48,000-	189,300		
9. TOTAL BROADCAST EXPENSE	$ 3,322,900	100.0%	$ 2,993,500-$	3,950,500	$ 3,233,500	100.0%	$ 2,768,600-	$ 3,398,700		100.0%
From:										
10. Technical	378,800	11.4%	279,600-	455,600	384,800	11.9%	279,600-	437,600		
11. Program	1,202,900	36.2%	953,400-	1,383,900	1,134,900	35.1%	846,100-	1,212,100		
12. Selling[c]	488,500	14.7%	384,300-	553,300	481,800	14.9%	314,100-	508,000		
13. General & Administrative	1,252,700	37.7%	958,800-	1,718,000	1,232,000	38.1%	945,100-	1,515,300		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 1,142,900	100.0%	$ 879,400-$	1,272,700	$ 1,114,500	100.0%	$ 800,200-	$ 1,288,800		100.0%
From:										
15. Technical	188,600	16.5%	122,800-	249,700	178,300	16.0%	119,300-	249,700		
16. Program	515,400	45.1%	328,900-	599,800	492,600	44.2%	248,400-	588,600		
17. Selling	288,000	25.2%	218,300-	329,900	283,100	25.4%	205,600-	310,300		
18. General & Administrative	150,900	13.2%	119,300-	206,400	160,500	14.4%	128,300-	206,400		
19. Cost of Outside News Service	$ 20,300		$ 9,800-$	25,100	$ 15,700		$ 9,000-	$ 24,300		
20. Music License Fees	$ 60,200		$ 50,000-$	65,000	$ 59,300		$ 50,000-	$ 66,000		
21. Depreciation & Amortization	$ 328,800		$ 228,200-$	546,400	$ 322,900		$ 225,700-	$ 358,600		
22. Interest	$ 80,800		$ 3,100-$	461,300	$ 55,300		$ 500-	$ 334,200		
23. Film & Tape Rental Expense	$ 245,800		$ 174,200-$	496,500	$ 238,900		$ 165,400-	$ 371,700		
24. PROFIT (Before Federal income tax)	$ 142,100		$ (731,900)-$	511,200	$ 441,800		$ 151,800-	$ 740,600		
25. FULLTIME EMPLOYMENT	63		51-	67	61		45-	66		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 64 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($2 million - $3 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (18)			PROFIT-ONLY STATIONS (10)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		5.45%	(25.25%)- 25.44%		16.11%	6.81%- 34.11%		%
2. TOTAL TIME SALES	$ 2,856,000	100.0%	$ 2,305,100-$ 3,319,000	$ 2,969,900	100.0%	$ 2,152,600- $ 3,319,000		100.0%
From:								
3. Network Compensation	174,200	6.1%	0- 374,900	222,700	7.5%	81,300- 374,900		
4. National & Regional Advertisers	1,216,700	42.6%	719,900- 1,397,300	1,128,600	38.0%	443,300- 1,397,300		
5. Local Advertisers	1,465,100	51.3%	1,129,200- 1,708,900	1,618,600	54.5%	1,103,400- 1,718,400		
6. TOTAL BROADCAST REVENUE[b]	$ 2,541,700		$ 2,140,900-$ 2,781,200	$ 2,455,100		$ 2,140,900- $ 2,874,700		
7. Non Broadcast Revenue	102,600		47,900- 201,200	97,500		24,700- 339,700		
8. Trade-outs & Barter	103,800		52,900- 239,400	97,600		52,900- 191,300		
9. TOTAL BROADCAST EXPENSE	$ 2,403,200	100.0%	$ 1,846,700-$ 3,109,400	$ 2,059,600	100.0%	$ 1,561,100- $ 2,394,000		100.0%
From:								
10. Technical	358,100	14.9%	285,500- 426,100	411,900	20.0%	244,800- 433,600		
11. Program	802,700	33.4%	479,200- 1,252,100	607,600	29.5%	396,300- 920,400		
12. Selling[c]	379,700	15.8%	270,400- 497,100	348,100	16.9%	231,300- 416,400		
13. General & Administrative	862,700	35.9%	619,700- 1,072,600	692,000	33.6%	532,800- 857,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 755,000	100.0%	$ 641,200-$ 896,400	$ 852,900	100.0%	$ 580,300- $ 965,800		100.0%
From:								
15. Technical	167,600	22.2%	127,300- 233,100	217,500	25.5%	130,700- 289,800		
16. Program	235,600	31.2%	134,500- 325,100	293,400	34.4%	145,900- 378,700		
17. Selling	212,900	28.2%	154,600- 240,300	219,200	25.7%	156,200- 254,300		
18. General & Administrative	138,900	18.4%	97,400- 189,300	122,800	14.4%	85,700- 154,000		
19. Cost of Outside News Service	$ 12,600		$ 5,800-$ 20,100	$ 15,800		$ 10,600- $ 21,200		
20. Music License Fees	$ 34,100		$ 20,800-$ 46,500	$ 34,400		$ 17,100- $ 52,200		
21. Depreciation & Amortization	$ 210,000		$ 139,900-$ 324,600	$ 199,900		$ 115,600- $ 252,900		
22. Interest	$ 114,600		$ 0-$ 366,500	$ 43,500		$ 0- $ 171,500		
23. Film & Tape Rental Expense	$ 290,000		$ 168,000-$ 802,700	$ 200,200		$ 120,200- $ 612,800		
24. PROFIT (Before Federal income tax)	$ 138,500		$ (624,200)-$ 549,200	$ 395,500		$ 162,900- $ 909,100		
25. FULLTIME EMPLOYMENT	44		36- 45	45		39- 48		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 65 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (20)				PROFIT-ONLY STATIONS (8)				YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Typical Dollar Figures	Typical Percent Figures	Middle 50% Range		Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3		Col. 4	Col. 5	Col. 6		Col. 7	Col. 8
1. PROFIT MARGIN[a]		(5.62%)	(47.31%)-	13.78%		14.23%	13.43%-	22.66%		___%
2. TOTAL TIME SALES	$ 1,359,900	100.0%	$ 1,125,600-$	1,527,800	$ 1,328,700	100.0%	$ 1,147,400-	$ 1,699,700		100.0%
From:										
3. Network Compensation	106,100	7.8%	34,800-	134,700	107,600	8.1%	56,700-	134,700		
4. National & Regional Advertisers	538,500	39.6%	321,000-	599,000	564,700	42.5%	461,600-	659,000		
5. Local Advertisers	715,300	52.6%	575,100-	962,500	656,400	49.4%	575,100-	887,900		
6. TOTAL BROADCAST REVENUE[b]	$ 1,337,900		$ 1,132,600-$	1,585,700	$ 1,186,400		$ 1,052,100-	$ 1,555,100		
7. Non Broadcast Revenue	41,800		20,000-	68,800	28,000		15,900-	52,300		
8. Trade-outs & Barter	57,400		20,400-	82,000	30,200		19,000-	57,600		
9. TOTAL BROADCAST EXPENSE	$ 1,413,100	100.0%	$ 1,010,500-$	2,248,400	$ 1,017,600	100.0%	$ 885,100-	$ 1,097,600		100.0%
From:										
10. Technical	214,800	15.2%	167,000-	303,400	139,400	13.7%	117,900-	186,300		
11. Program	448,000	31.7%	346,000-	531,900	339,900	33.4%	253,400-	351,100		
12. Selling[c]	209,100	14.8%	163,500-	263,800	172,000	16.9%	146,000-	230,900		
13. General & Administrative	541,200	38.3%	363,200-	1,170,200	366,300	36.0%	299,500-	434,000		
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 528,000	100.0%	$ 478,600-$	674,600	$ 555,500	100.0%	$ 438,000-	$ 559,700		100.0%
From:										
15. Technical	99,300	18.8%	77,800-	138,700	87,800	15.8%	60,500-	89,600		
16. Program	211,200	40.0%	159,300-	260,900	215,000	38.7%	145,800-	231,200		
17. Selling	121,400	23.0%	96,900-	157,500	142,700	25.7%	108,000-	159,600		
18. General & Administrative	96,100	18.2%	76,600-	126,600	110,000	19.8%	76,800-	112,800		
19. Cost of Outside News Service	$ 10,000		$ 7,700-$	14,900	$ 8,800		$ 8,100-	$ 11,800		
20. Music License Fees	$ 19,600		$ 16,500-$	23,600	$ 19,500		$ 17,800-	$ 21,400		
21. Depreciation & Amortization	$ 171,500		$ 74,600-$	303,400	$ 84,300		$ 68,900-	$ 125,700		
22. Interest	$ 40,300		$ 3,700-$	230,000	$ 37,700		$ 5,000-	$ 60,800		
23. Film & Tape Rental Expense	$ 90,500		$ 67,900-$	129,900	$ 77,800		$ 51,900-	$ 109,500		
24. PROFIT (Before Federal income tax)	$ (75,200)		$ (620,000)-$	144,600	$ 168,800		$ 137,200-	$ 345,100		
25. FULLTIME EMPLOYMENT	33		29	37	29		27-	34		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 66 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 (Under $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (9)			PROFIT-ONLY STATIONS (3)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(10.29%)	(105.25%)- 7.12%					%
2. TOTAL TIME SALES	$ 960,600	100.0%	$ 894,000-$ 1,160,900					100.0%
From:								
3. Network Compensation	89,300	9.3%	0- 316,500					
4. National & Regional Advertisers	372,700	38.8%	201,300- 660,000					
5. Local Advertisers	498,600	51.9%	311,700- 642,300					
6. TOTAL BROADCAST REVENUE[b]	$ 905,200		$ 599,300-$ 943,100					
7. Non Broadcast Revenue	30,600		26,900- 65,900					
8. Trade-outs & Barter	41,700		21,600- 100,500					
9. TOTAL BROADCAST EXPENSE	$ 998,300	100.0%	$ 804,900-$ 1,191,100					100.0%
From:								
10. Technical	213,600	21.4%	113,700- 266,300					
11. Program	252,600	25.3%	173,400- 492,300					
12. Selling[c]	135,800	13.6%	113,900- 187,500					
13. General & Administrative	396,300	39.7%	299,100- 414,500					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 395,600	100.0%	$ 324,400-$ 470,300	SAMPLE INSUFFICIENT TO BE MEANINGFUL				100.0%
From:								
15. Technical	125,800	31.8%	54,500- 133,700					
16. Program	84,300	21.3%	39,400- 208,900					
17. Selling	113,500	28.7%	36,900- 122,300					
18. General & Administrative	72,000	18.2%	58,800- 128,700					
19. Cost of Outside News Service	$ 7,500		$ 400-$ 10,000					
20. Music License Fees	$ 13,600		$ 8,800-$ 15,900					
21. Depreciation & Amortization	$ 68,200		$ 26,200-$ 122,400					
22. Interest	$ 95,600		$ 37,800-$ 202,300					
23. Film & Tape Rental Expense	$ 30,100		$ 4,200-$ 129,100					
24. PROFIT (Before Federal income tax)	$ 93,100		$ (543,900)-$ 65,800					
25. FULLTIME EMPLOYMENT	31		25- 39					

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 67 **UHF INDEPENDENT STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (47)*			*PROFIT-ONLY STATIONS (29)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		4.45%	(23.15%)- 30.66%		20.59%	8.32%- 37.08%		___%
2. TOTAL TIME SALES	$ 4,847,800	100.0%	$ 2,610,100-$ 14,938,400	$ 10,135,600	100.0%	$ 3,889,200- $17,986,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,000	0	0.0%	0- 98,000		
4. National & Regional Advertisers	2,390,000	49.3%	659,200- 8,743,600	5,280,600	52.1%	813,700- 12,945,100		
5. Local Advertisers	2,457,800	50.7%	1,366,200- 5,055,800	4,855,000	47.9%	1,754,700- 6,101,800		
6. TOTAL BROADCAST REVENUE[b]	$ 4,214,800		$ 2,590,100-$ 12,799,700	$ 8,483,100		$ 3,415,800- $15,228,900		
7. Non Broadcast Revenue	179,200		61,900- 509,700	210,000		63,100- 480,600		
8. Trade-outs & Barter	242,100		106,500- 446,300	242,300		169,100- 438,500		
9. TOTAL BROADCAST EXPENSE	$ 4,027,200	100.0%	$ 3,094,000-$ 9,987,400	$ 6,736,400	100.0%	$ 3,147,500- $10,861,200		100.0%
From:								
10. Technical	455,100	11.3%	340,400- 846,700	673,600	10.0%	400,600- 1,103,800		
11. Program	1,393,400	34.6%	960,900- 4,738,900	3,287,400	48.8%	963,900- 4,959,400		
12. Selling[c]	749,100	18.6%	380,800- 1,372,100	1,091,300	16.2%	401,800- 1,989,500		
13. General & Administrative	1,429,600	35.5%	973,900- 2,315,500	1,684,100	25.0%	991,000- 2,441,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,135,000	100.0%	$ 676,800-$ 1,777,600	$ 1,769,000	100.0%	$ 828,400- $ 2,115,800		100.0%
From:								
15. Technical	283,700	25.0%	139,600- 431,000	460,000	26.0%	195,100- 655,000		
16. Program	284,900	25.1%	149,600- 551,300	433,400	24.5%	207,600- 662,700		
17. Selling	346,200	30.5%	189,500- 557,400	585,500	33.1%	220,000- 575,100		
18. General & Administrative	220,200	19.4%	149,000- 288,100	290,100	16.4%	170,100- 407,200		
19. Cost of Outside News Service	$ 10,100		$ 7,200-$ 20,700	$ 10,900		$ 8,700- $ 20,800		
20. Music License Fees	$ 51,400		$ 18,700-$ 165,200	$ 121,000		$ 25,500- $ 225,600		
21. Depreciation & Amortization	$ 329,500		$ 228,100-$ 618,400	$ 317,800		$ 237,000- $ 575,000		
22. Interest	$ 199,100		$ 1,000-$ 561,700	$ 99,600		$ 0- $ 474,000		
23. Film & Tape Rental Expense	$ 961,500		$ 472,200-$ 3,435,500	$ 2,061,500		$ 605,200- $ 3,677,200		
24. PROFIT (Before Federal income tax)	$ 187,600		$ (572,800)-$ 2,590,200	$ 1,746,700		$ 227,900- $ 4,974,700		
25. FULLTIME EMPLOYMENT	55		42- 75	68		45- 88		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 68 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (ADI 1 - 10)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (15)			PROFIT-ONLY STATIONS (13)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		19.29%	0.64%- 33.66%		20.39%	6.01%- 36.68%		___%
2. TOTAL TIME SALES	$ 15,570,700	100.0%	$ 5,401,200-$ 21,834,300	$ 15,570,700	100.0%	$ 4,981,400- $23,184,900	___	100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,000	0	0.0%	0- 14,300	___	___
4. National & Regional Advertisers	9,389,100	60.3%	659,200- 14,873,400	10,214,400	65.6%	606,200- 15,024,400	___	___
5. Local Advertisers	6,181,600	39.7%	4,127,100- 7,181,200	5,356,300	34.4%	3,246,200- 6,836,400	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 13,427,500		$ 4,660,700-$ 19,378,600	$ 13,427,500		$ 4,804,000- $20,173,900	___	
7. Non Broadcast Revenue	272,900		100,200- 1,511,800	272,900		72,500- 1,538,000	___	
8. Trade-outs & Barter	358,900		198,500- 488,500	348,400		183,800- 463,500	___	
9. TOTAL BROADCAST EXPENSE	$ 10,837,300	100.0%	$ 5,471,100-$ 12,855,800	$ 10,689,600	100.0%	$ 4,295,200- $12,290,500	___	100.0%
From:								
10. Technical	1,148,800	10.6%	578,700- 1,217,200	1,218,600	11.4%	834,700- 1,267,800	___	___
11. Program	5,353,600	49.4%	1,102,800- 6,789,800	5,280,700	49.4%	1,031,800- 6,733,900	___	___
12. Selling[c]	1,744,800	16.1%	824,300- 2,432,200	1,721,000	16.1%	671,900- 2,403,700	___	___
13. General & Administrative	2,590,100	23.9%	1,564,100- 2,851,400	2,469,300	23.1%	1,379,000- 2,618,900	___	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,105,100	100.0%	$ 1,552,200-$ 2,751,200	$ 2,076,500	100.0%	$ 1,555,600- $ 2,788,200	___	100.0%
From:								
15. Technical	665,200	31.6%	341,400- 750,300	645,800	31.1%	381,700- 753,200	___	___
16. Program	560,000	26.6%	333,300- 717,000	544,000	26.2%	367,100- 698,700	___	___
17. Selling	526,300	25.0%	434,300- 608,400	498,400	24.0%	311,900- 590,600	___	___
18. General & Administrative	353,600	16.8%	240,500- 429,100	388,300	18.7%	224,900- 433,600	___	___
19. Cost of Outside News Service	$ 15,000		$ 10,000-$ 25,500	$ 14,100		$ 10,000- $ 20,200	___	
20. Music License Fees	$ 165,200		$ 32,400-$ 249,700	$ 181,200		$ 23,800- $ 250,500	___	
21. Depreciation & Amortization	$ 280,900		$ 245,900-$ 815,000	$ 273,000		$ 232,800- $ 661,000	___	
22. Interest	$ 237,100		$ 0-$ 679,200	$ 99,600		$ 0- $ 593,600	___	
23. Film & Tape Rental Expense	$ 3,718,400		$ 628,800-$ 4,909,600	$ 3,718,400		$ 1,950,200- $ 4,711,200	___	
24. PROFIT (Before Federal income tax)	$ 2,590,200		$ 35,000-$ 5,206,500	$ 2,737,900		$ 227,900- $ 5,864,600	___	
25. FULLTIME EMPLOYMENT	76		61- 92	76		63- 92	___	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 69 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11 - 50)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (24)			PROFIT-ONLY STATIONS (15)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		5.94%	(19.13%)- 33.56%		29.01%	7.44%- 37.11%		____%
2. TOTAL TIME SALES	$ 4,359,900	100.0%	$ 3,292,500-$ 9,827,200	$ 5,666,500	100.0%	$ 3,972,800- $14,106,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 146,400	0	0.0%	0- 281,200		
4. National & Regional Advertisers	2,419,700	55.5%	1,045,900- 5,492,900	2,912,600	51.4%	1,123,700- 9,358,400		
5. Local Advertisers	1,940,200	44.5%	1,439,100- 4,495,800	2,753,900	48.6%	1,719,800- 5,055,800		
6. TOTAL BROADCAST REVENUE[b]	$ 3,820,000		$ 2,610,900-$ 7,987,700	$ 4,775,700		$ 3,248,300- $12,780,200		
7. Non Broadcast Revenue	211,000		73,600- 482,000	149,900		61,900- 312,200		
8. Trade-outs & Barter	222,600		106,500- 377,400-	231,700		152,900- 482,200		
9. TOTAL BROADCAST EXPENSE	$ 3,593,100	100.0%	$ 2,975,900-$ 7,105,500	$ 3,390,300	100.0%	$ 3,175,800- $ 8,037,400		100.0%
From:								
10. Technical	413,200	11.5%	332,700- 649,500	410,200	12.1%	325,000- 655,300		
11. Program	1,246,800	34.7%	712,000- 3,647,100	1,091,700	32.2%	966,900- 4,375,500		
12. Selling[c]	603,600	16.8%	401,800- 1,095,300	630,600	18.6%	422,800- 1,320,800		
13. General & Administrative	1,329,500	37.0%	992,100- 1,779,000	1,257,800	37.1%	971,700- 1,897,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 851,400	100.0%	$ 676,700-$ 1,664,400	$ 730,200	100.0%	$ 728,500- $ 1,777,400		100.0%
From:								
15. Technical	217,100	25.5%	144,800- 379,600	207,400	28.4%	153,000- 408,000		
16. Program	218,800	25.7%	169,000- 424,500	184,000	25.2%	188,300- 510,400		
17. Selling	247,800	29.1%	201,300- 558,400	211,800	29.0%	224,200- 577,500		
18. General & Administrative	167,700	19.7%	144,600- 257,700	127,000	17.4%	118,600- 284,600		
19. Cost of Outside News Service	$ 9,900		$ 6,800-$ 22,200	$ 10,000		$ 7,900- $ 28,200		
20. Music License Fees	$ 49,400		$ 24,100-$ 102,600	$ 53,300		$ 46,300- $ 181,500		
21. Depreciation & Amortization	$ 392,900		$ 309,500-$ 564,900	$ 396,200		$ 277,800- $ 531,500		
22. Interest	$ 114,600		$ 0-$ 398,200	$ 131,700		$ 0- $ 392,500		
23. Film & Tape Rental Expense	$ 961,500		$ 497,000-$ 2,061,500	$ 921,300		$ 694,600- $ 2,392,700		
24. PROFIT (Before Federal income tax)	$ 226,900		$ (544,,600)-$ 1,449,600	$ 1,385,400		$ 355,200- $ 4,742,900		
25. FULLTIME EMPLOYMENT	46		40- 68	49		42- 78		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 70 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (ADI 51 - 106)

	ALL STATIONS (8)			PROFIT-ONLY STATIONS (1)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		(30.26%)	(84.59%)- (4.16%)					%
2. TOTAL TIME SALES	$ 2,386,100	100.0%	$ 1,140,000-$ 3,147,600					100.0%
From:								
3. Network Compensation	0	0.0%	0- 0					
4. National & Regional Advertisers	1,157,300	48.5%	325,900- 1,557,300					
5. Local Advertisers	1,228,800	51.5%	573,900- 1,590,300					
6. TOTAL BROADCAST REVENUE[b]	$ 2,055,200		$ 895,000-$ 2,777,100					
7. Non Broadcast Revenue	70,600		32,100- 176,300					
8. Trade-outs & Barter	118,000		44,500- 487,200					
9. TOTAL BROADCAST EXPENSE	$ 2,677,100	100.0%	$ 1,191,100-$ 3,686,800					100.0%
From:								
10. Technical	262,300	9.8%	189,900- 344,100					
11. Program	1,054,800	39.4%	420,400- 1,521,500					
12. Selling[c]	468,500	17.5%	169,500- 700,200					
13. General & Administrative	891,500	33.3%	427,100- 1,561,100					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 593,900	100.0%	$ 383,200-$ 766,500		SAMPLE INSUFFICIENT TO BE MEANINGFUL			100.0%
From:								
15. Technical	125,300	21.1%	114,000- 140,800					
16. Program	125,900	21.2%	72,500- 189,900					
17. Selling	210,300	35.4%	103,900- 342,400					
18. General & Administrative	132,400	22.3%	68,800- 171,600					
19. Cost of Outside News Service	$ 1,200		$ 0-$ 11,000					
20. Music License Fees	$ 29,200		$ 8,800-$ 38,700					
21. Depreciation & Amortization	$ 155,000		$ 64,800-$ 285,400					
22. Interest	$ 433,900		$ 128,200-$ 795,200					
23. Film & Tape Rental Expense	$ 704,000		$ 274,300-$ 855,600					
24. PROFIT (Before Federal income tax)	$ (621,900)		$ (778,300)-$ (172,100)					
25. FULLTIME EMPLOYMENT	43		30- 46					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 71 **UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 1 ($8 million - $25 million)**

	ALL STATIONS (16)			PROFIT-ONLY STATIONS (15)			YOUR STATION	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		33.11%	15.81%- 38.40%		33.66%	19.29%- 39.70%		%
2. TOTAL TIME SALES	$ 17,042,200	100.0%	$ 14,522,300-$ 22,474,500	$ 16,888,100	100.0%	$ 14,106,300- $23,114,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 14,800	0	0.0%	0- 28,600		
4. National & Regional Advertisers	11,299,000	66.3%	8,147,800- 14,573,300	11,551,500	68.4%	8,743,600- 14,873,400		
5. Local Advertisers	5,743,200	33.7%	4,806,100- 7,427,300	5,336,600	31.6%	4,747,800- 7,181,200		
6. TOTAL BROADCAST REVENUE[b]	$ 15,033,000		$ 12,790,000-$ 19,220 400	$ 14,588,800		$ 12,780,200- $19,378,600		
7. Non Broadcast Revenue	251,900		80,100- 480,600	242,700		59,900- 451,400		
8. Trade-outs & Barter	358,900		242,300- 454,000	353,700		222,900- 463,500		
9. TOTAL BROADCAST EXPENSE	$ 10,055,600	100.0%	$ 9,348,200-$ 12,290,500	$ 9,678,200	100.0%	$ 8,709,000- $11,725,300		100.0%
From:								
10. Technical	935,200	9.3%	667,300- 1,204,300	958,100	9.9%	679,200- 1,217,200		
11. Program	4,836,700	48.1%	4,578,700- 6,733,900	4,810,100	49.7%	4,418,400- 6,678,000		
12. Selling[c]	1,940,700	19.3%	1,346,400- 2,501,700	1,655,000	17.1%	1,320,800- 2,432,200		
13. General & Administrative	2,343,000	23.3%	1,893,200- 2,821,500	2,255,000	23.3%	1,746,200- 2,791,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,932,500	100.0%	$ 1,755,500-$ 2,788,200	$ 1,848,100	100.0%	$ 1,745,100- $ 2,825,200		100.0%
From:								
15. Technical	531,400	27.5%	397,200- 716,000	526,700	28.5%	413,900- 720,400		
16. Program	554,600	28.7%	379,600- 1,028,000	484,200	26.2%	358,300- 958,700		
17. Selling	527,600	27.3%	512,800- 647,800	495,300	26.8%	506,700- 618,100		
18. General & Administrative	318,900	16.5%	246,800- 433,600	341,900	18.5%	240,500- 438,200		
19. Cost of Outside News Service	$ 14,100		$ 9,100-$ 28,500	$ 14,100		$ 9,100- $ 28,500		
20. Music License Fees	$ 204,900		$ 163,300-$ 257,800	$ 208,500		$ 165,200- $ 264,400		
21. Depreciation & Amortization	$ 489,800		$ 277,000-$ 693,300	$ 461,100		$ 273,000- $ 683,200		
22. Interest	$ 184,000		$ 0-$ 593,600	$ 10,000		$ 0- $ 561,700		
23. Film & Tape Rental Expense	$ 3,677,200		$ 2,841,400-$ 4,711,200	$ 3,648,700		$ 2,689,800- $ 4,547,500		
24. PROFIT (Before Federal income tax)	$ 4,977,400		$ 2,084,100-$ 6,202,200	$ 4,910,600		$ 2,590,200- $ 6,522,800		
25. FULLTIME EMPLOYMENT	78		70- 94	78		68- 96		

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 72 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million - $8 million)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (15)*				*PROFIT-ONLY STATIONS (9)*				*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*		*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*		*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*		*Col. 4*	*Col. 5*	*Col. 6*		*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		0.64%	(7.83%)-	9.20%		7.44%	1.43%-	25.62%		____%
2. TOTAL TIME SALES	$ 4,847,800	100.0%	$ 3,923,600-	$ 7,300,800	$ 4,457,200	100.0%	$ 3,276,700-	$ 6,524,300	____	100.0%
From:										
3. Network Compensation	0	0.0%	0-	11,700	0	0.0%	0-	1,350,900	____	____
4. National & Regional Advertisers	2,390,000	49.3%	659,200-	3,216,400	2,344,500	52.6%	384,300-	2,492,200	____	____
5. Local Advertisers	2,457,800	50.7%	1,789,500-	2,863,000	2,112,700	47.4%	1,595,300-	3,281,100	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 4,214,800		$ 3,583,300-	$ 5,506,100	$ 4,101,900		$ 3,415,800-	$ 5,140,900	____	
7. Non Broadcast Revenue	149,900		64,300-	454,200	149,900		73,600-	1,123,800	____	
8. Trade-outs & Barter	231,700		106,500-	530,100	199,200		39,900-	376,900	____	
9. TOTAL BROADCAST EXPENSE	$ 4,187,800	100.0%	$ 3,217,600-	$ 5,471,100	$ 3,796,700	100.0%	$ 3,147,500-	$ 4,405,000	____	100.0%
From:										
10. Technical	477,400	11.4%	316,100-	730,700	402,400	10.6%	312,700-	733,200	____	____
11. Program	1,302,400	31.1%	1,102,800-	1,859,300	1,196,000	31.5%	963,900-	1,289,000	____	____
12. Selling[c]	804,100	19.2%	517,400-	1,050,800	679,600	17.9%	303,400-	910,500	____	____
13. General & Administrative	1,603,900	38.3%	1,010,300-	1,926,800	1,518,700	40.0%	991,000-	1,766,600	____	____
SELECTED EXPENSE ITEMS										
14. Total Salaries[d]	$ 1,180,200	100.0%	$ 815,000-	$ 1,552,200	$ 1,013,200	100.0%	$ 771,800-	$ 1,586,500	____	100.0%
From:										
15. Technical	252,600	21.4%	138,300-	408,000	195,500	19.3%	138,900-	374,700	____	____
16. Program	311,600	26.4%	188,300-	510,400	282,700	27.9%	166,500-	548,600	____	____
17. Selling	369,400	31.3%	253,700-	474,800	289,800	28.6%	202,700-	381,000	____	____
18. General & Administrative	246,600	20.9%	166,600-	282,000	245,200	24.2%	170,100-	303,900	____	____
19. Cost of Outside News Service	$ 10,600		$ 7,800-	$ 25,100	$ 10,600		$ 7,900-	$ 24,800	____	
20. Music License Fees	$ 51,400		$ 32,400-	$ 60,900	$ 47,500		$ 21,500-	$ 52,500	____	
21. Depreciation & Amortization	$ 352,600		$ 251,200-	$ 766,100	$ 317,800		$ 179,300-	$ 463,800	____	
22. Interest	$ 167,000		$ 2,300-	$ 814,700	$ 167,000		$ 48,500-	$ 476,300	____	
23. Film & Tape Rental Expense	$ 820,300		$ 347,900-	$ 1,202,400	$ 696,900		$ 600-	$ 828,700	____	
24. PROFIT (Before Federal income tax)	$ 27,000		$ (503,000)-	$ 387,600	$ 305,200		$ 53,800-	$ 1,243,400	____	
25. FULLTIME EMPLOYMENT	54		43-	63	47		43-	60	____	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 73 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 (Under $3 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (16)			PROFIT-ONLY STATIONS (5)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(25.77%)	(42.85%)- 6.01%					%
2. TOTAL TIME SALES	$ 1,752,900	100.0%	$ 828,900-$ 2,976,500	SAMPLE INSUFFICIENT TO BE MEANINGFUL				100.0%
From:								
3. Network Compensation	0	0.0%	0- 0					
4. National & Regional Advertisers	801,100	45.7%	215,200- 1,269,300					
5. Local Advertisers	951,800	54.3%	500,000- 1,439,100					
6. TOTAL BROADCAST REVENUE[b]	$ 2,126,500		$ 1,166,500-$ 2,597,000					
7. Non Broadcast Revenue	102,600		38,800- 783,100					
8. Trade-outs & Barter	132,200		22,500- 309,900					
9. TOTAL BROADCAST EXPENSE	$ 2,674,500	100.0%	$ 1,361,100-$ 3,143,800					100.0%
From:								
10. Technical	444,000	16.6%	262,300- 434,500					
11. Program	665,900	24.9%	326,100- 1,171,300					
12. Selling[c]	417,200	15.6%	127,700- 541,800					
13. General & Administrative	1,147,400	42.9%	500,000- 1,252,700					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 706,400	100.0%	$ 462,200-$ 760,700					100.0%
From:								
15. Technical	189,300	26.8%	127,300- 223,300					
16. Program	183,700	26.0%	85,300- 212,500					
17. Selling	159,600	22.6%	72,100- 223,300					
18. General & Administrative	173,800	24.6%	94,900- 180,300					
19. Cost of Outside News Service	$ 1,500		$ 0-$ 12,300					
20. Music License Fees	$ 15,300		$ 5,400-$ 30,000					
21. Depreciation & Amortization	$ 226,400		$ 108,800-$ 346,500					
22. Interest	$ 200,100		$ 76,400-$ 457,900					
23. Film & Tape Rental Expense	$ 472,200		$ 62,100-$ 802,700					
24. PROFIT (Before Federal income tax)	$ (548,000)		$ (800,900)-$ 65,800					
25. FULLTIME EMPLOYMENT	36		26- 44					

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 74

VHF INDEPENDENT STATIONS NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (20)			PROFIT-ONLY STATIONS (18)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		33.41%	17.67%- 41.25%		34.54%	20.51%- 43.39%		%
2. TOTAL TIME SALES	$ 25,032,400	100.0%	$ 17,442,500-$ 45,913,900	$ 27,762,400	100.0%	$ 21,986,400- $48,465,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 11,100	0	0.0%	0- 9,200		
4. National & Regional Advertisers	16,296,100	65.1%	10,111,600- 25,508,800	18,878,400	68.0%	13,255,900- 25,752,900		
5. Local Advertisers	8,736,300	34.9%	5,902,700- 20,676,500	8,884,000	32.0%	6,046,900- 21,859,800		
6. TOTAL BROADCAST REVENUE[b]	$ 21,026,800		$ 15,128,300-$ 38,784,400	$ 23,505,000		$ 17,927,700- $40,732,300		
7. Non Broadcast Revenue	368,500		119,000- 849,900	476,600		228,600- 886,200		
8. Trade-outs & Barter	611,600		329,500- 1,019,000	611,600		343,800- 964,600		
9. TOTAL BROADCAST EXPENSE	$ 14,001,700	100.0%	$ 8,837,900-$ 28,295,700	$ 15,386,400	100.0%	$ 8,871,600- $30,694,900		100.0%
From:								
10. Technical	1,442,200	10.3%	748,400- 2,660,600	1,492,500	9.7%	877,900- 2,826,900		
11. Program	7,420,900	53.0%	4,391,900- 17,458,600	9,216,400	59.9%	4,642,300- 18,742,700		
12. Selling[c]	1,498,200	10.7%	1,195,900- 3,295,600	1,461,700	9.5%	1,211,700- 3,443,900		
13. General & Administrative	3,640,400	26.0%	2,229,600- 5,329,200	3,215,800	20.9%	2,452,900- 5,170,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,379,900	100.0%	$ 2,383,500-$ 6,429,100	$ 3,916,500	100.0%	$ 2,723,100- $ 6,596,500		100.0%
From:								
15. Technical	966,600	28.6%	484,500- 2,025,600	1,088,800	27.8%	564,800- 2,116,300		
16. Program	1,345,200	39.8%	800,000- 2,640,400	1,605,800	41.0%	921,700- 2,769,000		
17. Selling	696,300	20.6%	623,400- 1,186,500	724,500	18.5%	679,600- 1,254,300		
18. General & Administrative	371,800	11.0%	268,200- 790,800	497,400	12.7%	341,800- 831,600		
19. Cost of Outside News Service	$ 151,300		$ 79,300-$ 341,100	$ 168,800		$ 93,900- $ 353,900		
20. Music License Fees	$ 269,500		$ 186,400-$ 500,500	$ 279,500		$ 224,500- $ 520,500		
21. Depreciation & Amortization	$ 639,600		$ 486,700-$ 1,139,300	$ 639,600		$ 486,700- $ 1,018,700		
22. Interest	$ 19,800		$ 0-$ 394,800	$ 4,700		$ 0- $ 376,500		
23. Film & Tape Rental Expense	$ 3,268,600		$ 2,242,600-$ 9,376,000	$ 4,687,700		$ 2,425,500- $ 9,812,800		
24. PROFIT (Before Federal income tax)	$ 7,025,100		$ 3,781,200-$ 10,848,100	$ 8,118,600		$ 4,216,500- $11,536,200		
25. FULLTIME EMPLOYMENT	119		98- 192	131		107- 198		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 75

PRIMARY MARKET STATIONS (ADI 1 - 100)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (296)*			*PROFIT-ONLY STATIONS (257)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		25.44%	10.15%- 37.19%		29.77%	15.76%- 39.45%		____%
2. TOTAL TIME SALES From:	$ 9,323,400	100.0%	$ 5,357,600-$ 17,953,900	$ 10,548,400	100.0%	$ 5,865,400- $20,215,400	____	100.0%
3. Network Compensation	634,000	6.8%	305,900- 1,088,800	685,700	6.5%	385,300- 1,180,100	____	____
4. National & Regional Advertisers	4,251,500	45.6%	2,271,700- 10,214,300	5,084,300	48.2%	2,638,800- 11,607,100	____	____
5. Local Advertisers	4,437,900	47.6%	2,253,000- 7,130,900	4,778,400	45.3%	2,579,900- 7,821,300	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 7,942,000		$ 4.627,700-$ 15,309,700	$ 8,994,500		$ 5,084,500- $17,138,200	____	
7. Non Broadcast Revenue	147,700		68,000- 287,100	154,900		73,900- 303,600	____	
8. Trade-outs & Barter	178,300		94,000- 369,600	177,900		91,900- 369,400	____	
9. TOTAL BROADCAST EXPENSE From:	$ 5,921,600	100.0%	$ 3,776,400-$ 10,802,100	$ 6,316,800	100.0%	$ 3,984,000- $11,061,900	____	100.0%
10. Technical	645,500	10.9%	425,000- 1,067,800	707,500	11.2%	447,200- 1,193,800	____	____
11. Program	2,421,900	40.9%	1,378,000- 4,717,800	2,659,400	42.1%	1,415,900- 4,908,100	____	____
12. Selling[c]	870,500	14.7%	521,900- 1,392,300	947,500	15.0%	524,900- 1,441,700	____	____
13. General & Administrative	1,983,700	33.5%	1,322,800- 3,146,500	2,002,400	31.7%	1,386,300- 3,146,500	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d] From:	$ 2,124,500	100.0%	$ 1,290,700-$ 3,074,100	$ 2,315,800	100.0%	$ 1,466,200- $ 3,563,700	____	100.0%
15. Technical	416,400	19.6%	225,500- 703,600	444,600	19.2%	250,600 782,000	____	____
16. Program	981,500	46.2%	483,500- 1,532,800	1,069,900	46.2%	584,500- 1,708,300	____	____
17. Selling	450,400	21.2%	293,800- 622,300	491,000	21.2%	302,200- 656,600	____	____
18. General & Administrative	276,200	13.0%	168,700- 419,600	310,300	13.4%	172,800- 437,600	____	____
19. Cost of Outside News Service	$ 52,600		$ 23,700-$ 95,900	$ 59,000		$ 28,700- $ 103,100	____	
20. Music License Fees	$ 123,300		$ 66,400-$ 246,900	$ 139,900		$ 82,800- $ 253,500	____	
21. Depreciation & Amortization	$ 496,400		$ 307,500-$ 804,400	$ 497,600		$ 315,400- $ 799,000	____	
22. Interest	$ 1,700		$ 0-$ 126,200	$ 0		$ 0- $ 86,900	____	
23. Film & Tape Rental Expense	$ 717,800		$ 332,100-$ 1,549,300	$ 736,900		$ 338,700- $ 1,655,000	____	
24. PROFIT (Before Federal income tax)	$ 2,020,400		$ 510,300-$ 5,351,000	$ 2,677,700		$ 952,600- $ 5,901,700	____	
25. FULLTIME EMPLOYMENT	95		70- 133	102		76- 141	____	

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[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 76

SECONDARY MARKET STATIONS (ADI 101 & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (140)			PROFIT-ONLY STATIONS (105)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		15.75%	0.31%- 26.59%		21.06%	11.79%- 30.38%		%
2. TOTAL TIME SALES	$ 3,010,600	100.0%	$ 1,795,200-$ 4,350,400	$ 3,217,700	100.0%	$ 2,261,300- $ 4,548,000		100.0%
From:								
3. Network Compensation	361,300	12.0%	187,500- 552,400	434,400	13.5%	236,600- 620,500		
4. National & Regional Advertisers	1,288,500	42.8%	667,400- 1,597,600	1,351,400	42.0%	827,600- 1,684,000		
5. Local Advertisers	1,360,800	45.2%	806,600- 2,133,900	1,431,900	44.5%	870,200- 2,173,200		
6. TOTAL BROADCAST REVENUE[b]	$ 2,686,900		$ 1,627,900-$ 3,876,400	$ 2,865,800		$ 2,007,200- $ 4,011,000		
7. Non Broadcast Revenue	60,100		30,000- 124,800	63,300		30,500- 138,100		
8. Trade-outs & Barter	53,800		27,900- 82,100	50,800		27,700- 82,300		
9. TOTAL BROADCAST EXPENSE	$ 2,263,700	100.0%	$ 1.613,300-$ 3,074,500	$ 2,262,300	100.0%	$ 1,616,600- $ 3,008,600		100.0%
From:								
10. Technical	249,000	11.0%	183,900- 318,600	260,200	11.5%	180,500- 322,600		
11. Program	731,200	32.3%	463,500- 1,045,300	751,100	33.2%	464,200- 1,045,300		
12. Selling[c]	337,300	14.9%	213,100- 445,600	350,600	15.5%	218,100- 460,500		
13. General & Administrative	946,200	41.8%	548,200- 1,303,100	900,400	39.8%	542,000- 1,239,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 880,800	100.0%	$ 590,100-$ 1,130,300	$ 898,400	100.0%	$ 628,300- $ 1,171,000		100.0%
From:								
15. Technical	144,400	16.4%	96,600- 183,200	146,400	16.3%	102,700- 189,500		
16. Program	392,000	44.5%	228,400- 518,400	400,700	44.6%	246,300- 522,800		
17. Selling	207,900	23.6%	129,900- 273,300	211,100	23.5%	136,600- 286,100		
18. General & Administrative	136,500	15.5%	90,300- 191,900	140,200	15.6%	100,200- 194,900		
19. Cost of Outside News Service	$ 18,700		$ 10,500-$ 28,700	$ 18,900		$ 10,100- $ 29,900		
20. Music License Fees	$ 41,400		$ 23,900-$ 64,700	$ 45,100		$ 29,300- $ 67,900		
21. Depreciation & Amortization	$ 232,100		$ 135,400-$ 432,700	$ 228,900		$ 139,600- $ 392,800		
22. Interest	$ 28,900		$ 0-$ 198,900	$ 9,800		$ 0- $ 112,200		
23. Film & Tape Rental Expense	$ 132,100		$ 79,300-$ 218,400	$ 133,100		$ 76,000- $ 192,300		
24. PROFIT (Before Federal income tax)	$ 423,200		$ 8,200-$ 939,800	$ 603,500		$ 199,900- $ 1,179,300		
25. FULLTIME EMPLOYMENT	51		36- 67	52		40- 70		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 77

SATELLITE STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (20)*			*PROFIT-ONLY STATIONS (11)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		1.08%	(13.99%)- 5.08%		4.28%	3.21%- 12.73%		____%
2. TOTAL TIME SALES From:	$ 819,100	100.0%	$ 544,100-$ 1,115,300	$ 1,078,300	100.0%	$ 654,600- $ 1,225,600	____	100.0%
3. Network Compensation	72,100	8.8%	48,400- 160,200	128,300	11.9%	69,700- 250,700	____	____
4. National & Regional Advertisers	357,900	43.7%	111,400- 551,600	527,300	48.9%	179,100- 596,800	____	____
5. Local Advertisers	389,100	47.5%	318,200- 477,200	422,700	39.2%	338,300- 495,900	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 835,100		$ 537,600-$ 1,043,900	$ 952,500		$ 603,200- $ 1,123,500	____	
7. Non Broadcast Revenue	14,300		3,100- 42,200	17,900		4,700- 51,500	____	
8. Trade-outs & Barter	10,900		0- 26,600	10,900		0- 26,300	____	
9. TOTAL BROADCAST EXPENSE From:	$ 826,100	100.0%	$ 592,200-$ 1,043,200	$ 911,700	100.0%	$ 592,400- $ 1,059,700	____	100.0%
10. Technical	134,600	16.3%	109,400- 166,100	144,100	15.8%	82,400- 173,700	____	____
11. Program	201,600	24.4%	81,100- 288,300	236,100	25.9%	138,400- 354,600	____	____
12. Selling[c]	126,400	15.3%	91,700- 179,800	138,600	15.2%	102,300- 184,000	____	____
13. General & Administrative	363,500	44.0%	247,500- 456,100	392,900	43.1%	247,200- 438,600	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d] From:	$ 255,000	100.0%	$ 216,500-$ 366,000	$ 334,000	100.0%	$ 255,600- $ 439,200	____	100.0%
15. Technical	63,700	25.0%	47,500- 77,000	71,100	21.3%	47,700- 91,200	____	____
16. Program	79,600	31.2%	42,900- 158,500	138,000	41.3%	73,000- 193,800	____	____
17. Selling	66,300	26.0%	57,500- 103,500	75,800	22.7%	58,200- 109,300	____	____
18. General & Administrative	45,400	17.8%	25,800- 76,200	49,100	14.7%	26,500- 83,800	____	____
19. Cost of Outside News Service	$ 7,000		$ 4,100-$ 7,900	$ 6,600		$ 2,800- $ 7,900	____	
20. Music License Fees	$ 11,000		$ 6,200-$ 14,800	$ 14,700		$ 7,400- $ 22,200	____	
21. Depreciation & Amortization	$ 90,400		$ 46,400-$ 123,500	$ 84,800		$ 45,300- $ 101,800	____	
22. Interest	$ 100		$ 0-$ 38,900	$ 9,800		$ 0- $ 52,200	____	
23. Film & Tape Rental Expense	$ 19,500		$ 0-$ 52,100	$ 26,000		$ 7,700- $ 79,600	____	
24. PROFIT (Before Federal income tax)	$ 9,000		$ (97,800)-$ 42,700	$ 40,800		$ 17,500- $ 128,600	____	
25. FULLTIME EMPLOYMENT	15		11- 20	15		14- 20	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 78

1981 FULLTIME EMPLOYMENT YARDSTICKS

Station Groupings	*Market Size*	*ADI Range*	*Typical Fulltime Employment*	*Middle 50% Range*	*Total Payroll as Percent of Net Revenues*	*Total Payroll as Percent of Total Expenses*	*Productivity Quotient* [a]	*Efficiency Quotient* [b]	*Net Per Fulltime Employee*
ALL STATIONS	1	1-10	168	78-250	16.0%	23.4%	$ 156,400	$ 106,800	$49,600
	2	11-20	162	90-185	22.2	35.2	117,700	74,100	43,600
	3	21-30	130	99-148	22.5	33.5	108,100	72,500	35,600
	4	31-40	109	90-118	23.2	34.3	97,800	66,000	31,800
	5	41-50	95	60-114	31.0	39.0	83,900	66,600	17,300
	6	51-60	86	67-104	27.8	35.7	81,600	63,500	18,100
	7	61-75	86	70-105	31.1	39.3	61,300	48,500	12,800
	8	76-100	70	62-84	31.0	36.9	59,800	50,200	9,600
	9	101-125	64	50-76	30.2	36.8	58,700	48,300	10,400
	10	126-150	49	38-64	32.2	39.2	53,400	43,900	9,500
	11	151-175	39	31-51	37.4	40.4	48,800	45,200	3,600
	12	176&over	35	29-42	36.0	39.7	36,600	33,200	3,400
AFFILIATE STATIONS	1	1-10	224	198-290	23.1	35.5	149,200	99,500	49,700
	2	11-20	181	158-214	21.8	35.9	127,300	77,300	50,000
	3	21-30	135	114-158	24.8	36.8	109,400	73,800	35,600
	4	31-40	111	102-123	23.8	35.6	96,200	64,100	32,100
	5	41-50	107	91-134	28.4	38.8	89,200	65,200	24,000
	6	51-60	88	74-108	30.1	40.0	80,200	60,400	19,800
	7	61-75	87	75-106	29.5	39.2	63,400	47,700	15,700
	8	76-100	70	63-84	31.2	37.2	60,100	50,300	9,800
	9	101-125	64	51-76	30.0	36.5	58,800	48,300	10,500
	10	126-150	49	38-64	32.2	39.2	53,400	43,900	9,500
	11	151-175	39	31-51	37.4	40.4	48,800	45,200	3,600
	12	176&over	35	29-42	36.0	39.7	36,600	33,200	3,400
INDEPENDENT STATIONS	1	1-10	96	72-168	17.4	21.9	210,100	166,500	43,600
	2	11-25	88	70-112	14.2	21.3	156,800	104,800	52,000
	3	26-50	44	40-57	21.5	22.5	75,700	72,300	3,400
	4	51-106	43	30-46	28.9	22.2	47,800	62,300	(14,500)
UHF STATIONS	1	1-10	75	60-89	16.2	19.3	174,800	147,200	27,600
	2	11-50	55	42-83	25.6	27.7	76,600	70,700	5,900
	3	51-100	65	47-76	32.3	36.7	58,900	51,800	7,100
	4	101&over	36	30-50	33.5	36.0	38,800	36,100	2,700
UHF INDEPENDENT STATIONS	1	1-10	76	61-92	15.7	19.4	176,700	142,600	34,100
	2	11-50	46	40-68	22.3	23.7	83,000	78,100	4,900
	3	51-106	43	30-46	28.9	22.2	47,800	62,300	(14,500)
VHF INDEPENDENT STATIONS			119	98-192	16.1	24.1	176,700	117,700	59,000
PRIMARY MKT STATIONS		1-100	95	70-133	26.8	35.9	83,600	62,300	21,300
SECONDARY MKT STATIONS		101&over	51	36-67	32.8	38.9	52,700	44,400	8,300
SATELLITE STATIONS			15	11-20	30.5	30.9	55,700	55,100	600

[a] Net revenues per fulltime employee.

[b] Operating cost per fulltime employee

APPENDIX

1. Nature of Survey

The statistical data shown in this report was obtained from questionnaires sent to all commercial television stations licensed by the Federal Communications Commission. The universe for the survey; that is, the total number of commercial stations in operation the full twelve months of 1981, was 753.

Usable financial returns were received from 456 stations representing 472 licensed television facilities. (Some responses contained both station and satellite data). Statistically, the report is based on a 62.7% response (472 out of a possible 753). Among the deficiencies of the statistical data shown as financial yardsticks are (1) the lack of control over eligible participants and a different mix in each station grouping from year to year, and (2) lack of consistent placement of requested operating revenues and expenses due to misinterpretation of FCC reporting requirements.

2. Station Grouping, Market-Size and Revenue-Size Classification Scheme

The first section groups all responding station data by market- and revenue-size. Subsequent sections group participating stations by significant characteristics; namely, AFFILIATED, INDEPENDENT, UHF, UHF INDEPENDENT, VHF INDEPENDENT, PRIMARY, SECONDARY, AND SATELLITE stations. The last four groupings are limited to nationwide tables only. Other groupings are possible and can be added with increased station participation in the annual survey.

The financial refinement by market- and revenue-size categories is based on the hypothesis that these two factors are perhaps the most significant determinants, or at least the most revealing, of television revenue and cost structures. In each of the market- and revenue-size tables, there is an additional breakout of those stations reporting a profit during 1979. By eliminating those facilities which operated in the "red", the yardstick figures for these "profit-only" stations represent realistic goals toward which all "deficit" and marginally profitable stations can point.

The number of stations responding in each category of market- and revenue-size groupings is indicated following the ALL-STATIONS and PROFIT-ONLY STATIONS headings.

A. Market-Size Classification Scheme

The American Research Bureau's ranking of television markets by the number of TV households in the Area of Dominant Influence (ADI), as reported in Arbitron Television's 1981-1982 Television Markets and Rankings Guide, was used as the basis of measurement for all recognized television markets.

The parameters of market groupings used in this report are based primarily on an arbitrary but systematic grouping of stations sufficient to provide valid operating yardsticks.

B. Revenue-Size Classification Scheme

This scheme of station grouping is based solely on the total broadcast revenue figure (time sales plus non-broadcast revenue minus agency and rep commissions and other deductions) reported on each return.

Again, the parameters of revenue groupings used in this report are based primarily on an arbitrary but systematic grouping of stations sufficient to provide valid operating yardsticks.

A. Median

The "typical" figures in each table are medians or the middle figure ($\frac{N+1}{2}$) after ranking the stations in a particular category on a particular revenue or expense item. Thus, 50 percent of the stations have revenue figures which are above, or equal to, and 50 percent of the station revenue figures are below, or equal to, the "typical" revenue figures in the tables. Likewise, 50 percent of the stations have expense figures which are above, or equal to, and 50 percent of the station expense figures are below, or equal to, the "typical" expense figures in the tables. Medians rather than averages (means) were used due to the relatively small number of items involved in each grouping and because of the large diversity between the revenue or expense or profit margin figures within each of the groupings. As is common in many economic studies, means would tend to yield higher figures than medians due to the existence of relatively more extreme figures at the top than at the bottom of any ranking of a group.

The "typical dollar figures" on each table were adjusted so that all figures in those columns will add up to their respective totals in both dollar and percentage terms. These adjustments were made on the expense and profit figures rather than on the profit margin.

B. Middle 50 Percent

The middle 50 percent (or interquartile range) has been presented because it allows a broadcaster to evaluate his operating results more thoroughly than if just one typical figure were available as the yardstick. Since every station is in some way unique, it is to be expected that a station's operating figures will not coincide precisely with standards of measurement based on the typical comparable station. With a range showing where the figures of 50 percent of the comparable stations lie, station management can get a much better idea of its financial position relative to other comparable television facilities. Interquartile figures have not been adjusted to total 100 percent.

C. Profit Margin

The profit margin is essentially the operating ratio subtracted from 100%. It represents the gross profit realized on every dollar to total revenue.

Typical profit margin figures are medians which have been derived from individual station ratios rather than by dividing the typical gross profit for a particular category of stations by the typical total revenue for the grouping. More specifically, a profit margin figure was calculated for each station in a particular category. The profit margin figures were then ranked and the median figure selected. This direct station-by-station method of calculating the profit margin provides a realistic figure with which to compare your station.

D. Nationwide Figures

The nationwide figures were computed directly from the total sample array ranked by the computer. They have been adjusted so that the gross profit is the result of the simple subtraction of total expense from total revenue and the division of the profit by the total revenue yields the profit margin. These adjustments were made, however, on the expense and profit figures rather than on the profit margin. This is because we believe that both the total revenue and profit margin figures are somewhat more significant than the total expense and profit figures.

4. Fulltime Employment Statistics

Typical fulltime employment by market size is correlated with selected revenue and expense medians to show operating percentages and quotients between market ranges. The typical figure from the all-station array was selected as the number for all calculations in Table 78 on page 81.

ADI-RANKED TELEVISION MARKETS* IN THE MAJOR NAB MARKET SIZE GROUPS

Market Size 1 (ADI 1-10)

Boston (Manchester & Worcester) 6
Chicago 3
Cleveland (Akron & Canton) 9
Dallas-Ft. Worth 10
Detroit 7
Los Angeles 2
New York 1
Philadelphia (Allentown & Wildwood) 4
San Francisco 5
Washington, D.C. (Hagerstown) 8

Market Size 2 (ADI 11-20)

Atlanta 16
Baltimore 20
Denver 19
Houston 11
Miami (Ft. Lauderdale) 13
Minneapolis-St. Paul 14
Pittsburgh 12
Seattle-Tacoma (Bellingham) 15
St. Louis 17
Tampa-St. Petersburg 18

Market Size 3 (ADI 21-30)

Cincinnati 26
Hartford-New Haven 24
Indianapolis 22
Kansas City 27
Milwaukee 29
Nashville 30
Phoenix (Flagstaff) 25
Portland, OR 23
Sacramento-Stockton (Modesto) 21
San Diego 27

Market Size 4 (ADI 31-40)

Buffalo 31
Charlotte (Hickory) 32
Columbus, OH 35
Grand Rapids-Kalamazoo-Battle Creek 37
Greenville-Spartanburg-Asheville (Anderson) 38
Memphis 36
New Orleans 34
Orlando-Daytona Beach 33
Providence-New Bedford 39
Raleigh-Durham 40

Market Size 5 (ADI 41-50)

Albany-Schenectady-Troy 50
Birmingham 47
Charleston-Huntington 43
Dayton 48
Louisville 42
Norfolk-Portsmouth-Newport News-Hampton 46
Oklahoma City 41
Salt Lake City 44
San Antonio 45
Wilkes Barre-Scranton 49

Market Size 6 (ADI 51-60)

Flint-Saginaw-Bay City 53
Greensboro-Winston Salem-High Point 51
Harrisburg-York-Lancaster-Lebanon 52
Knoxville 60
Little Rock 54
Richmond (Charlottesville) 56
Shreveport-Texarkana 55
Toledo 59
Tulsa 57
Wichita-Hutchinson 58

Market Size 7 (ADI 61-75)

Albuquerque 70
Davenport-Rock Island-Moline/Quad City 73
Des Moines 63
Fresno (Hanford & Tulare) 64
Green Bay 68
Jacksonville 62
Mobile-Pensacola 61
Omaha 69
Paducah-Cape Girardeau-Harrisburg 74
Portland-Poland Spring (Hanover) 72
Roanoke-Lynchburg 65
Rochester, NY 71
Spokane 75
Syracuse 66
West Palm Beach (Ft. Pierce-Vero Beach) 67

Market Size 8 (ADI 76-100)

Austin, TX 92
Baton Rouge 89
Bristol-Kingsport-Johnson City 78
Burlington-Plattsburgh 100
Cedar Rapids-Waterloo (Dubuque) 77
Chattanooga 80
Columbia, SC 87
Evansville 88
Fargo 98
Ft. Wayne 94
Huntsville-Decatur-Florence 90
Jackson, MS 84
Johnstown-Altoona 83
Lansing 96
Lexington (Hazard) 79
Lincoln-Hastings-Kearney 86
Peoria 95
Sioux Falls-Mitchell 97
South Bend-Elkhart 81
Springfield, MA 93
Springfield, MO 82
Springfield-Decatur-Champaign 76
Tucson 85
Waco-Temple 98
Youngstown 91

Market Size 9 (ADI 101-125)

Amarillo 114
Augusta 107
Beaumont-Port Arthur 124
Charleston, SC 111
Colorado Springs-Pueblo 102
Columbus, GA 109
Duluth-Superior 115
El Paso 106
Eugene 120
Ft. Myers-Naples 122
Greenville-New Bern-Washington 101
Joplin-Pittsburg 117
Lafayette, LA 113
Las Vegas 105
Madison 104
Monroe-El Dorado 110
Montgomery 119
Rockford 108
Salinas-Monterey 112
Santa Barbara-Santa Maria-San Luis Obispo 116
Savannah 103
Terre Haute 123
Wheeling-Steubenville 118
Wichita Falls-Lawton 125
Yakima 121

Market Size 10 (ADI 126-150)

Bakersfield 150
Binghamton 133
Bluefield-Beckley-Oak Hill 136
Boise 140
Chico-Redding 144
Columbia-Jefferson City 147
Columbus-Tupelo 143
Corpus Christi 130
Erie 137
Ft. Smith 149
La Crosse-Eau Claire 127
Lubbock 138
Macon 139
McAllen-Brownsville/LRGV 129
Minot-Bismarck-Dickinson 145
Odessa-Midland 148
Quincy-Hannibal 146
Reno 135
Rochester-Mason City-Austin 142
Sioux City 131
Tallahassee 128
Topeka 141
Traverse City-Cadillac 134
Wausau-Rhinelander 132
Wilmington 126

Market Size 11 (ADI 151-175)

Abilene-Sweetwater 154
Albany, GA 155
Alexandria, LA 164
Alexandria, MN 166
Ardmore-Ada 174
Bangor 151
Billings 168
Clarksburg-Weston 169
Dothan 170
Elmira 163
Florence, SC 157
Gainesville 173
Greenwood-Greenville 175
Idaho Falls-Pocatello 159
Lake Charles 172
Laurel-Hattiesburg 162
Medford 152
Missoula-Butte 153
Panama City 165
Rapid City 161
Salisbury 167
Sarasota 158
Tyler 160
Utica 156
Watertown-Carthage 171

Market Size 12 (ADI 176 & over)

Alpena 210
Anniston 194
Bend 206
Biloxi-Gulfport-Pascagoula 179
Bowling Green 193
Casper-Riverton 183
Cheyenne 187
El Centro-Yuma 178
Eureka 180
Farmington 204
Grand Junction 186
Great Falls 177
Harrisonburg 190
Helena 208
Jackson, TN 191
Jonesboro 176
Lafayette, IN 192
Laredo 203
Lima 195
Mankato 196
Marquette 184
Meridian 182
Miles City-Glendive 211
North Platte 209
Ottumwa-Kirksville 199
Palm Springs 181
Parkersburg 198
Presque Isle 202
Roswell 185
St. Joseph 189
San Angelo 197
Selma 205
Tuscaloosa 188
Twin Falls 200
Victoria 206
Zanesville 201

*Ranked by number of TV households in Area of Dominant Influence (ADI).